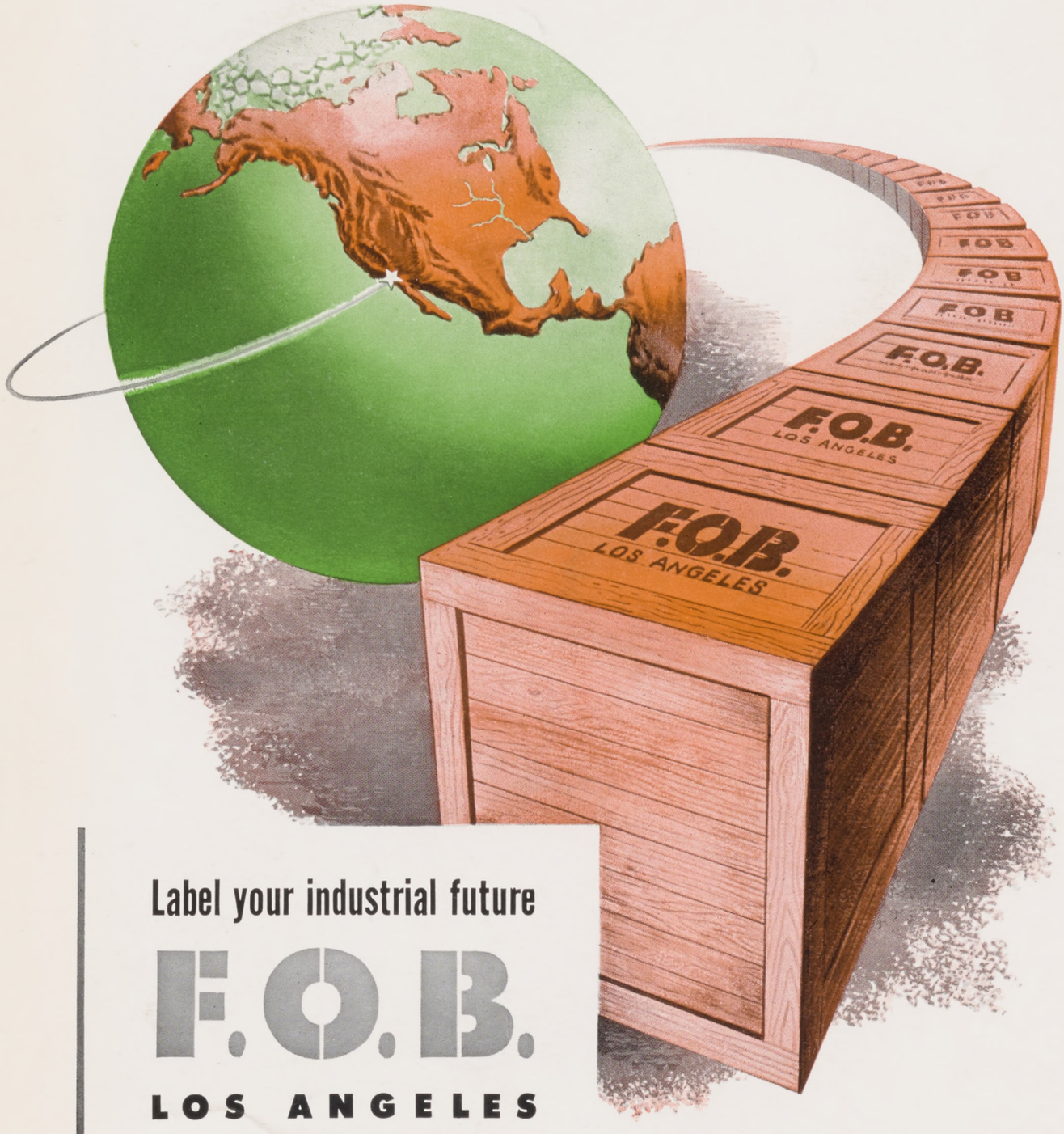

Label your industrial future

F.O.B.

LOS ANGELES

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5M—7-51

Label Your Industrial Future

F.O.B. LOS ANGELES

THE accelerating migration of people and industry to Los Angeles is an established fact. This book gives you many sound reasons why *you* should "Label Your Industrial Future F.O.B. Los Angeles"—and why you should get established *now* in a city that is just beginning to realize its potential growth.

Los Angeles is the fourth largest and *fastest growing* big city in the nation, with a population of 1,970,300. The Los Angeles metropolitan area has 4,367,900 inhabitants, about 41% of the total state population.

Los Angeles' location puts your plant in the heart of the West Coast market — next door to the fertile and growing markets of all eleven Western States.

Los Angeles' manufactured goods are shipped to every state in the Union, to every country in the Western Hemisphere and to a large number in the Eastern Hemisphere.

Manufacturing in Los Angeles affords important distribution advantages. It can tap tremendous natural resources and materials, use exceptionally low-cost water and power, give its workers better living and working conditions, and grow with a growing region.

The following pages will show you why we believe industrial Los Angeles offers you just about "Everything under the sun!"

LOS ANGELES CITY-OWNED

DEPARTMENT OF WATER AND POWER

Main Office

207 So. Broadway Los Angeles 12, Calif.

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Invitation

MASS migration to southern California has been spectacular. Today—six years after World War II — the Los Angeles area is growing at the rate of 90,000 to 100,000 new citizens annually.

Industrial expansion has been just as spectacular. From 1939 to 1947 the number of major industries (adding more than $100,000,000 to value of product) has increased eight fold! Total value of manufactures increased 300%. During this same period, California moved from fourth to second among the states in number of factories.

There is one facet of the Los Angeles area that cannot be shown by facts and words, yet you cannot be in Los Angeles a day without sensing it. Here you will discover the very spirit of American enterprise that characterized the nation's earliest industrial successes — compounded of such elements as ingenuity, innovation, dynamic growth, fearless vision.

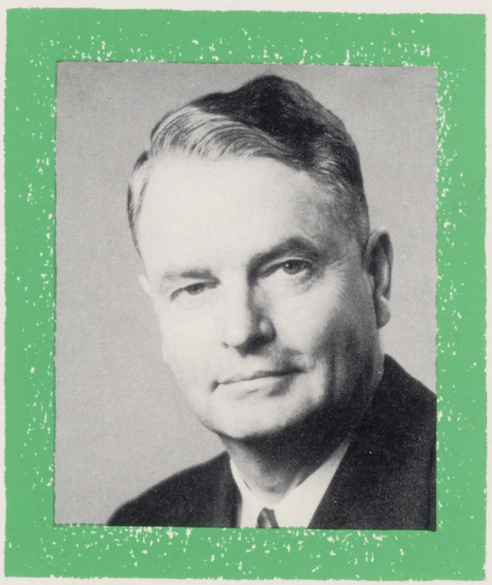
It is this enterprising spirit, plus the many straightforward facts contained in this booklet, that makes us sincerely believe Los Angeles offers you the greatest opportunities of any major industrial area in the United States.

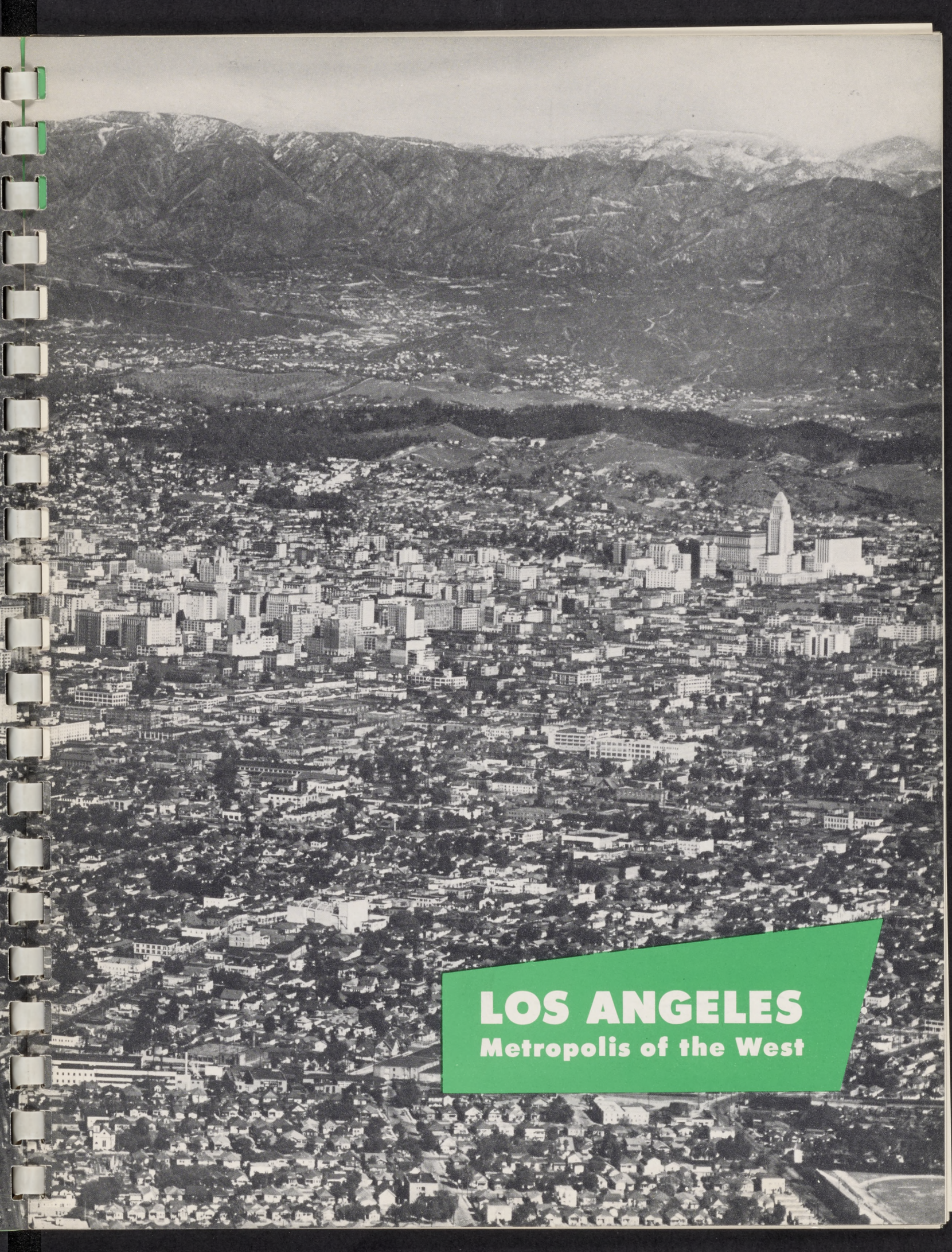
We believe you will find the contents of this book helpful in considering your future course in industrial expansion. We hope you'll come to visit us — and see for yourself. Our engineers and experts can help you with detailed information in your own field. If your industrial exploration cannot be personal, you are cordially invited to write to the Department of Water and Power for any assistance you need.

Very truly yours,

Samuel B. Morris

Samuel B. Morris
General Manager and Chief Engineer
Los Angeles Department of Water and Power





LOS ANGELES

Metropolis of the West

The Call of the West

Once, the great lure of the West was the word "Gold!" In a very real sense, that still holds true, for the West of today holds golden opportunity for industry and for the individual—plus good living for all.

This two-fold advantage is demonstrated by the following figures from the U. S. Bureau of the Census — *facts* about the greatest mass migration of modern times.

From 1930 to 1950, the 11 Western States gained 7,665,000 in new population. A 64.4% increase — *almost three times the U. S. average of 22.7%!*

California made an unprecedented leap from *sixth to second place in total population* —welcoming 4,909,000 new citizens, an increase of 86.4%! In fact, California's increase in population was more than the *individual population in 42 of the 48 states in 1930!*

In southern California, the Los Angeles Metropolitan Area (Los Angeles and Orange Counties) gained 86%. More than 4,367,900 people now live in this area . . . about 41% of the total population of California!

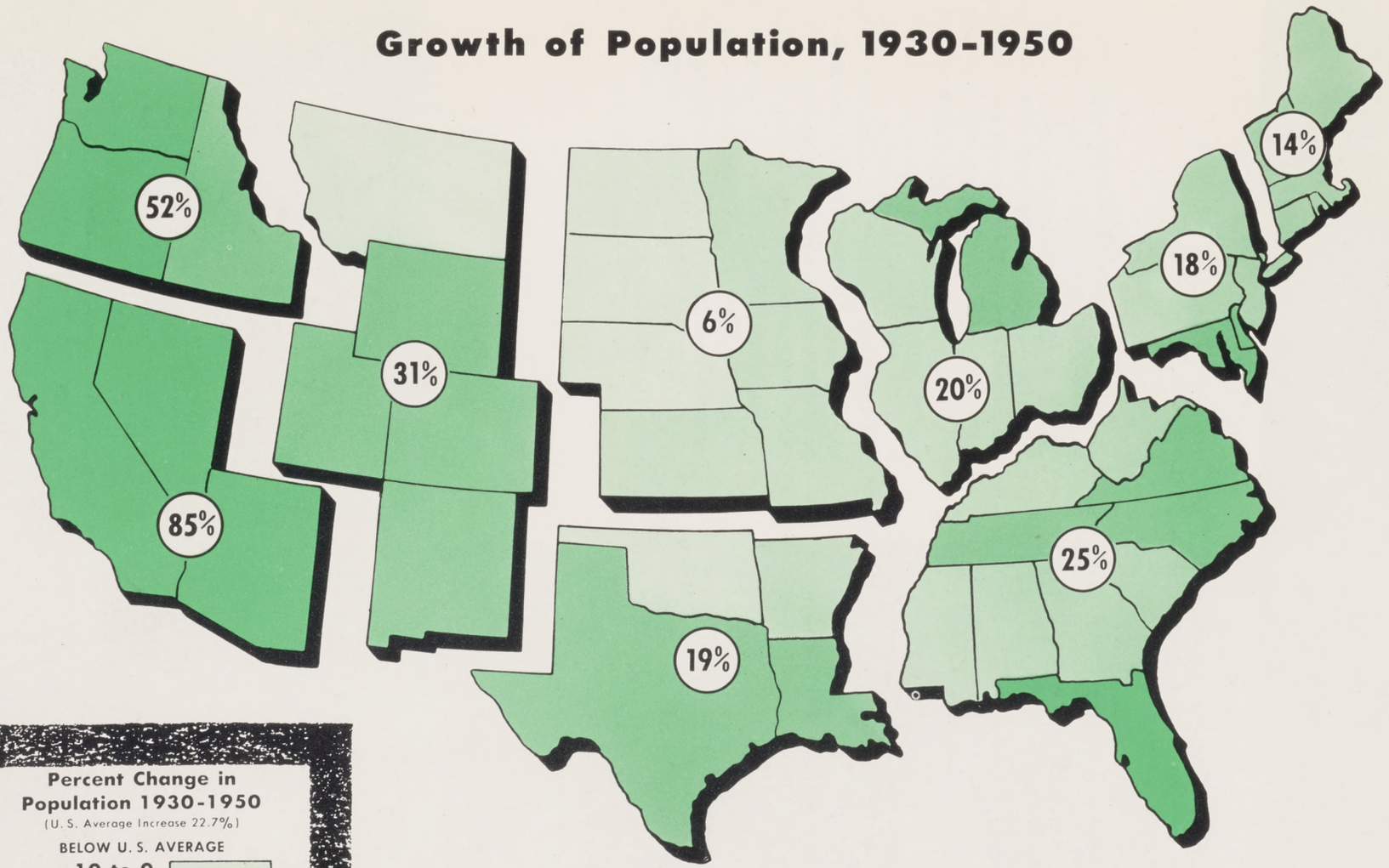
In Los Angeles alone during the same twenty years a great influx of new citizens arrived to help build the 4th city of the nation, with a population of 1,970,300 — an increase of about 60% over Los Angeles' size in 1930. A whole *new* city of people is arriving each year — to work *for* industry, to buy *from* industry.

Such a mass migration cannot be meaningless. Nor can the factors influencing it be other than an unusual arrangement of favorable conditions combining to make the business and industrial "climate" of southern California today ideal for new industry and for the expansion of established industry. The following pages will give you some of the factors that make the Los Angeles Area the *heart* of the great Western Market of today — perhaps the *greatest* market of tomorrow.

REGION	TOTAL POPULATION 1930 - 1950		INCREASE 1930 - 1950	
	Thousands	Thousands	Number	Percent
UNITED STATES	122,775	150,697	27,922	22.7
NEW ENGLAND	8,166	9,314	1,148	14.0
MIDDLE ATLANTIC	28,617	33,627	5,010	17.5
EAST NORTH CENTRAL	25,297	30,399	5,102	20.2
WEST NORTH CENTRAL	13,297	14,062	765	5.8
SOUTH EAST	23,322	29,196	5,874	25.2
WEST SOUTH CENTRAL	12,177	14,538	2,361	19.4
INTERMOUNTAIN	2,731	3,577	846	31.0
PACIFIC NORTHWEST	2,962	4,489	1,527	51.6
PACIFIC SOUTHWEST	6,204	11,496	5,292	85.2

(SOURCE: U. S. Bureau of the Census)

Growth of Population, 1930-1950



Percent Change in Population 1930-1950

(U. S. Average Increase 22.7%)

BELOW U. S. AVERAGE

—10 to 0

1 to 21

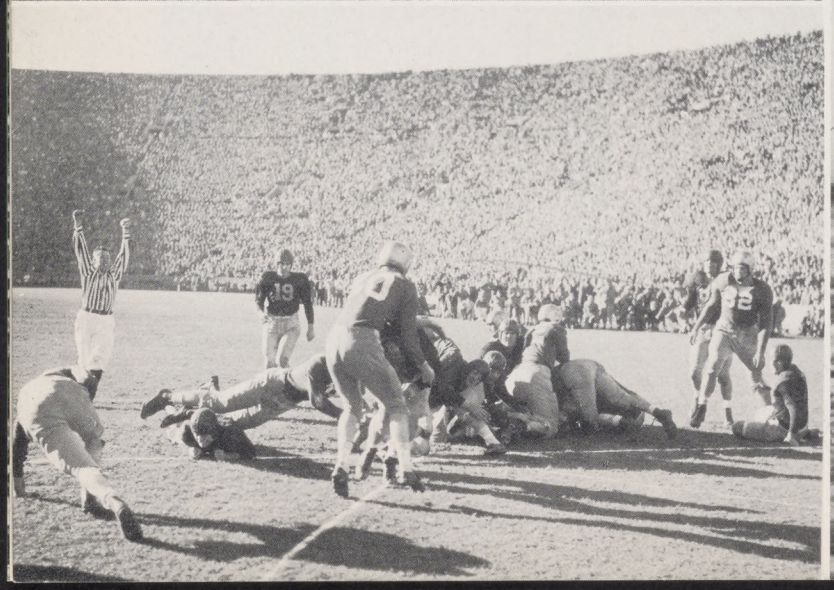
U. S. AVERAGE AND ABOVE

22 to 49

50 to 93

REGION AVERAGES SHOWN BY ENCIRCLED FIGURES

Why People Come to L



LOS ANGELES symbolizes *greater* opportunity, *better* living, a new way of life.

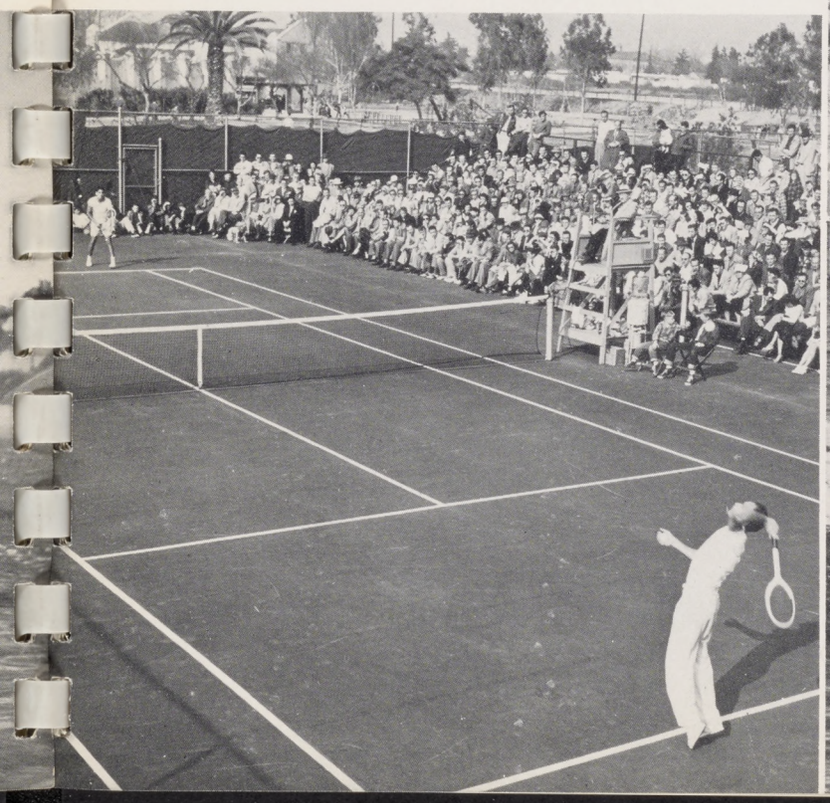
People learn of the thousands upon thousands of opportunities in the present development and rapid growth in the fields of industry, business, motion pictures, television, radio, shipping, aviation . . . in almost any field you can name.

And with these opportunities is coupled the irresistible appeal of equable climate. It seems incredible to newcomers that weather can be so changeless. Yet, in 67 years of United States Weather Bureau records for Los Angeles, *the average daily maximum for any one month has never been more than 8 degrees below or 10 degrees above the yearly average of 72.9 degrees.* And the average daily minimum for any one month has never been below 46.2 degrees.

Los Angeles

No wonder living in Los Angeles seems not only a *better* way, but a new way of life. People discover the joys of outdoor living, with its fun and health dividends for themselves and their children. They can enjoy outdoor recreation almost every weekend of the year. They have *room* to work and play in a city of 453 square miles. They can *afford* better living, because the mild climate reduces clothing costs, cuts cost for home construction and heating.

Greater opportunity, pleasanter and more economical living, the educational and cultural advantages of a great city . . . these are the reasons the majority who came to Los Angeles to work in the great defense plants of World War II decided to *stay;* why thousands of GI's who visited Los Angeles decided to return; why countless tourists want to make their next visit *permanent;* why 90,000 to 100,000 new citizens are still being added to the Los Angeles area every year!



New Design for *Living*

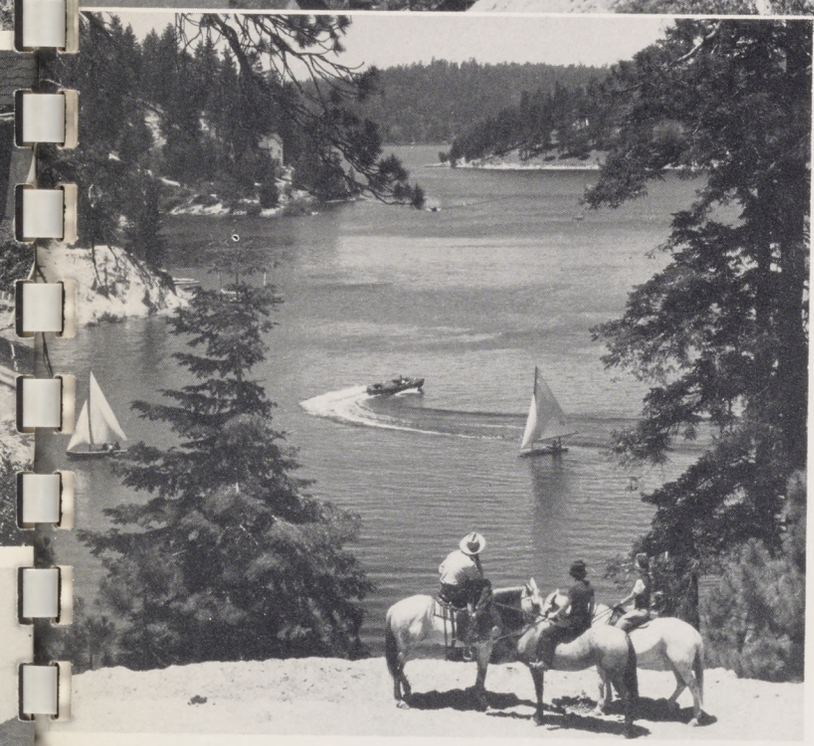
PEOPLE who move to Los Angeles discover one thing right away: home enjoyment, at any time of the year, is not limited by their houses but by their lots. They build casual, rambling houses, with huge picture windows and sliding doors opening onto patios and terraces. They eat outdoors, they entertain their friends at open-air barbecues, spend more time under the sun. Their gardens bloom all year round. They enjoy the *advantages* of big city life without its accompanying tensions, because they *relax* in leisure hours.

Outside the home, Angelenos are in the center of every conceivable form of sport and recreation; swimming at the beach or in public pools, fishing, boating, hunting, baseball, football — both college and professional — tennis, basketball, hockey, golf, skeet and target shooting, and a host of others, including skiing, skating and other winter sports in the mountains just a short drive from the city!

Los Angeles is a children's paradise. They play outdoors the year round, with their heaviest clothing consisting of jeans and a sweater. They have access to more than 100 municipal playgrounds and recreation centers. They go to splendid schools, where standards for the teaching staffs are among the highest.

For most people, moving to Los Angeles opens up a whole new concept of living. It is the kind of life that improves mental and physical health, creates a happier atmosphere for rearing children, lets people have more FUN, lets them live *better* with less effort!

Because the southern California way of life *is* better, more and more people will continue to come to Los Angeles to stay.



Next Door to *Everything*

Los Angeles is "next door" to many world famous attractions, and to beauty spots of unparalleled grandeur. Many are reachable any day in the week, others are within easy week-end distance.

Hundreds of miles of beaches stretch up and down the Pacific Coast from Los Angeles. Charming resort cities like Santa Barbara and Laguna Beach are close at hand. To the south is San Diego and Old Mexico where game fishing and the change of pace of an interesting foreign land are offered.

The High Sierras, in which are found Sequoia National Park and the matchless beauty of Yosemite Park, as well as the vast natural playground of the Inyo-Mono Country, are but a few hours drive. Desert resorts such as Las Vegas and Palm Springs are readily accessible.

Lake Arrowhead and Big Bear Lake, nestled in tall pines, and the mountain scenery of the local Sierra Madre range, are no more than a couple of hours away.

By automobile, train, or air, Los Angeles is truly next door to everything.

Education and Culture

The level of education and culture in any community is a good measure of its desirability as a place to live, work and do business. Few U. S. metropolitan centers can match Los Angeles in this respect.

From elementary school to college, Los Angeles' educational facilities are considered outstanding. Ultra-modern buildings and equipment, first-rate teaching methods, broad range of courses and exceptionally high scholastic standards have brought national renown to the Los Angeles public school system.

The wide scope of the city's public educational system may be seen from the following current data:

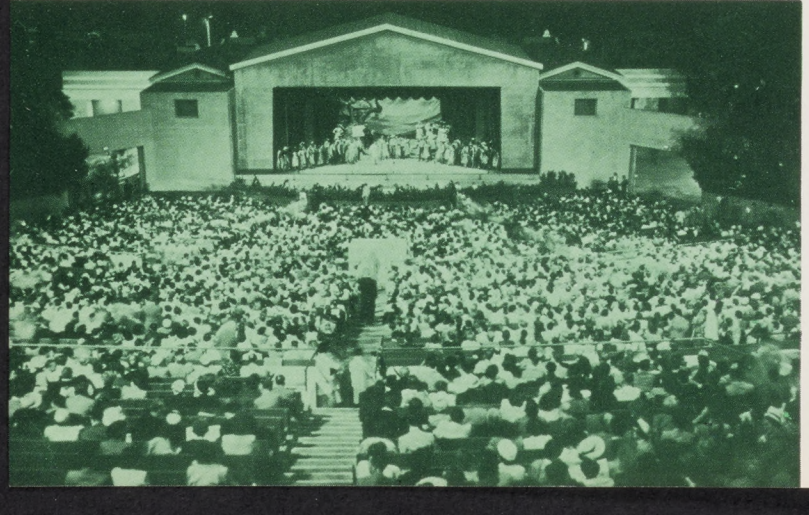
Average Daily Attendance	**334,673**	**High Schools**	**44**
Teaching Staff	**13,246**	**Junior High Schools**	**37**
General School System Employees	**9,673**	**Evening High and Adult High Schools**	**24**
Elementary Schools	**341**	**Junior Colleges**	**7**

(SOURCE: Los Angeles City Board of Education)

In addition to public schools, Los Angeles has more than 180 private and parochial schools.

And an additional asset to business and industry is the fact that several outstanding trade and technical schools provide a constant supply of trained specialists for key jobs.

University of Southern California
Greek Theater



University of California at Los Angeles
Thomas Jefferson High School

Los Angeles boasts a number of colleges and universities whose high standards and record achievement have become world-famous. Among these are the University of California at Los Angeles, University of Southern California, California Institute of Technology, Occidental College, Loyola University, Pomona College, and other outstanding institutions. Present facilities of the University of Southern California school of medicine and of the College of Osteopathic Physicians and Surgeons are being augmented by the new school of medicine and hospital of the University of California at Los Angeles.

Educational facilities are available in every phase of learning: liberal arts, engineering, medicine, law, dentistry, chemistry, economics, business administration, journalism and advertising, the social sciences, and in a great variety of other fields. In addition to the presentation of theoretical learning, academic and industrial scientists cooperate in the promotion of industrial and commercial research.

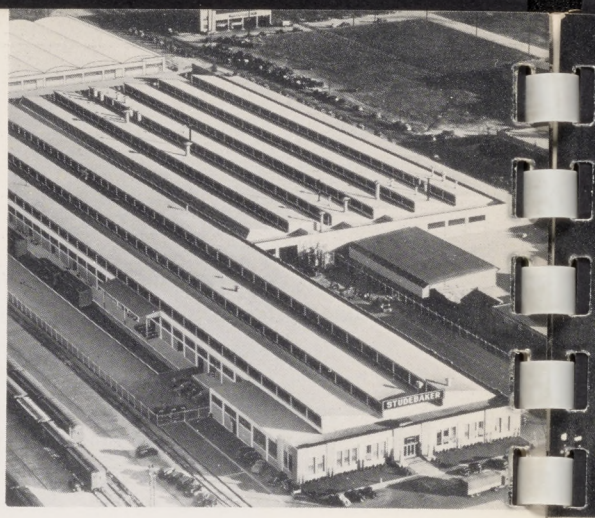
Cultural activities in Los Angeles reflect the tastes and interests of a cosmopolitan population. The area is the home of the famous Huntington Library, Griffith Planetarium, and the Hollywood Bowl, where the world's great artists appear. The Philharmonic Auditorium, the Biltmore Theater, the outdoor Greek Theater and others present the finest musical and stage entertainment available. In addition, there are numerous community theaters and concert groups.

Los Angeles is well known, of course, as the motion picture capital of the world but it is also a leader in other fields of entertainment and education. It is estimated that more than 70 percent of all major radio network broadcasting originates in Hollywood. Because of the huge pool of talent available, it is believed that eventually Los Angeles will also lead the nation in television productions. Seven major television stations serve the area. Los Angeles now is linked by micro-wave relay with the East and Mid-west to form the first national television network.

For growing Los Angeles, civic leaders have planned still another cultural asset in the huge new multi-million dollar Arts Center. Sponsored by Greater Los Angeles Plans, Inc., an organization of prominent citizens and philanthropists, the new center will be designed to include a great civic auditorium and convention hall equipped with the most modern devices, an opera house, community playhouse, art museum, and music center.

In cultural activities as well as in education, Los Angeles affords excellent opportunities.

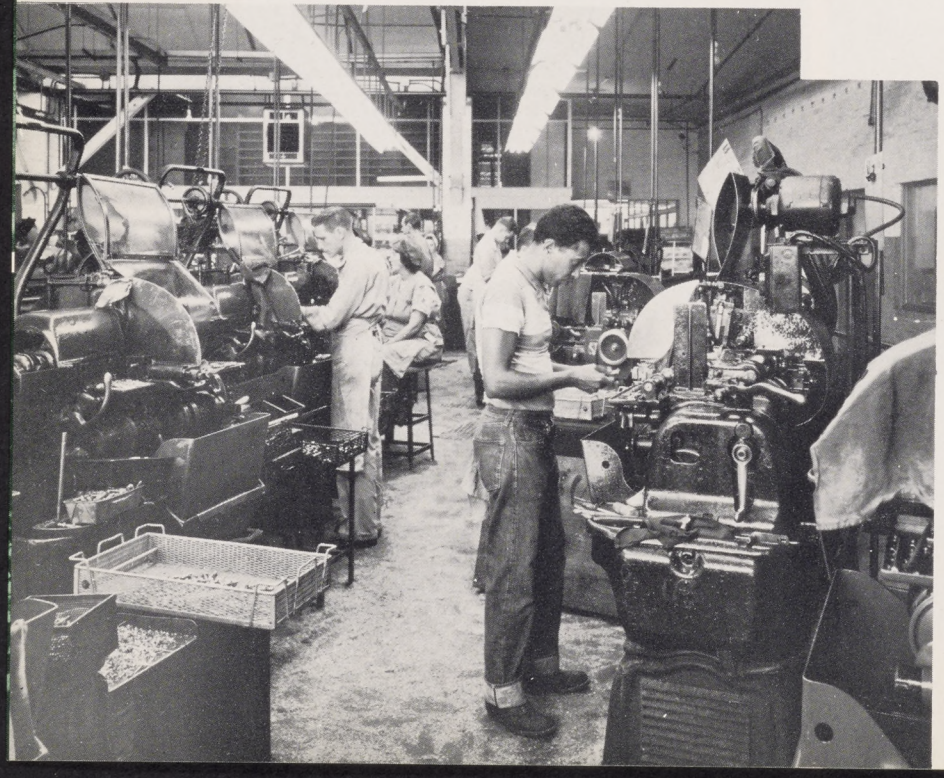
Griffith Planetarium
Hollywood Bowl
Los Angeles Central Library

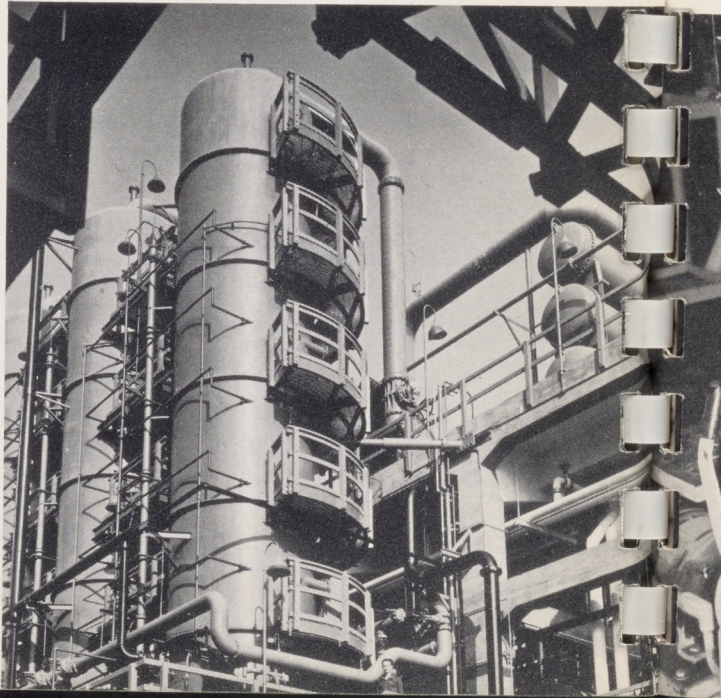


Why Industries Come to

Many advantages that bring *people* to Los Angeles, bring industry as well. In addition, Los Angeles offers:

- A huge local market, plus nearness to rich Western and Pacific markets.
- Great natural resources and raw materials.
- Better living and working conditions.
- Plentiful and dependable supplies of low-cost water and electric power.
- Important savings in transportation costs.
- Cheap industrial fuels.
- Expert research facilities at university level.
- A "pool" of trained technicians from outstanding trade and technical schools.
- Outstanding advertising and promotional talent.
- Progressive merchandising and marketing methods.





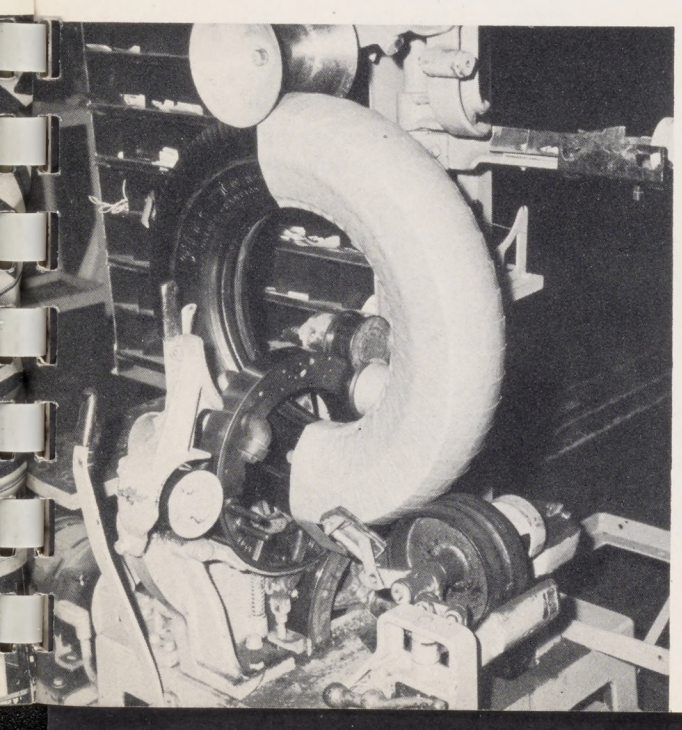
Los Angeles

Plenty of room to choose an ideal industrial site in a city of 453 square miles.

Opportunity to grow with a growing, dynamic region.

Enlightened management knows that the men and women who work for the company *are* the company. And that people who *live* better, *work* better. Living *is* better in Los Angeles, particularly for the low income groups most commonly the source of discontent.

But mild climate affords other advantages in addition to the greater efficiency of workers. Mild climate affords substantial savings in construction, operation and maintenance of almost all types of plants; makes practical outside storage for many types of raw materials and supplies; lowers costs of heating in winter and cooling in summer. It means fewer work interruptions due to hazards of ice and snow. It means dependable transportation and distribution facilities the year round.

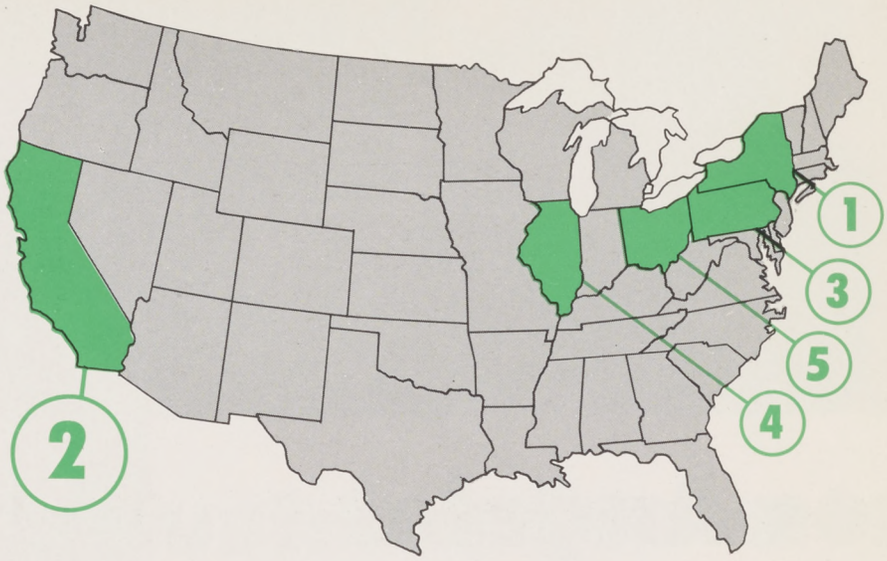


Every source of information demonstrates anew the growth of industry in California.

For example, in 8 years, from 1939 to 1947, California moved up from 4th to 2nd ranking state by number of manufacturing establishments!

California's percent increase was *greater than any other state.*

California's 17,645 industrial establishments outnumbered by more than 6,000 the total of all the other 10 Western States combined (11,624)!



NUMBER OF MANUFACTURING ESTABLISHMENTS

State	1939	Rank	1947	Rank	% Increase
California	11,558	4	17,645	2	52
New York	32,672	1	47,701	1	46
Pennsylvania	13,116	2	16,787	3	27
Illinois	11,983	3	15,982	4	33
Ohio	9,543	5	12,299	5	29

INDUSTRIAL LOS ANGELES

The City of Los Angeles itself moved from 4th city to 3rd in number of manufacturing establishments between 1939 and 1947. The rate of increase was 37%.

This rate of increase was somewhat less than New York (42%) and Detroit (40%), but it is important to note that *in percentage increase of value added by manufacture, Los Angeles led all other cities during this period.*

First 6 Cities by % Increase of Value Added by Manufacture—1939 to 1947

Los Angeles	252%	New York	195%
Chicago	210%	St. Louis	185%
Cleveland	198%	Boston	185%

The City of Los Angeles alone had 5,436 establishments—*31% of the entire state total.* More than the entire state total of Oregon (3,075) or Washington (3,407).

Yes, every fact indicates a continuing and *accelerating* advance in industry in California, and in the Los Angeles area in particular. Here is the most highly concentrated consumer market. Here is the most ample labor pool—for about 41% of the state's population lives in the Los Angeles Metropolitan area!

A glance at the map shows that Los Angeles is indeed the "heart" of the great Western Market—and offers as well the strategic advantage of ready accessibility to Central American, South American and Pacific Markets.

Data in this section is latest available from U. S. Bureau of Census. See Census of Manufactures, 1939 and 1947.

VARIETY AND GROWTH

A healthful increasing diversification marks the rapid industrial growth of Los Angeles. No single name could possibly be given this area, such as "Movie-town" or "Oil-town." The following partial list of Los Angeles rankings gives some idea of a diversification far too broad in scope to be described in detail here:

NATIONAL RANKINGS OF LOS ANGELES AREA IN 1947

FIRST

in manufacture of aircraft and aircraft parts, motion pictures, pumps and compressors, refrigeration equipment, and canned sea food.

SECOND

in automobile assembly, women's and misses' outerwear, oil field machinery and tools, automobile tire and tube production, storage batteries, heating and plumbing equipment, millwork, concrete and plaster products, pressed and blown glass, jewelry and silverware.

THIRD

in newspaper publishing, petroleum refining, rubber products, ceramics, furniture, non-ferrous foundries, women's and misses' underwear, miscellaneous fabricated textiles, tractors and farm machinery, construction and mining machinery, conveyor equipment.

A complete list of the more than 9,000 important manufacturing firms engaged in Los Angeles manufacture would be too long to include in this report. A few of the nationally known firms are:

Chrysler Corp.	Trumbull Electric Mfg. Co.	North American Aviation
Ford Motor Co.	Alcoa	Douglas
General Motors	Columbia Steel	Lockheed
Studebaker	Consolidated Steel	Northrop Aircraft
Willys-Overland	Bethlehem Pacific Steel	Procter & Gamble
Firestone	Swift	Lever Bros.
Goodyear	Cudahy	Continental Can Corp.
Goodrich	Armour	Owens-Illinois Glass
U. S. Rubber	Wilson & Company	National Supply Co.

It is apparent that the advantages offered industry by the Los Angeles area are not confined to any industry or group of industries, but are beneficial to all.

GROWTH

In 1939, Los Angeles had one major industry group, exclusive of motion pictures, that added more than $100,000,000 that year to the value of its product—this was Transportation Equipment. *In 1947 there were eight such groups.*

The ten major industry groups are:

Industry	1947 Value Added by Mfg. (thousands)
Transportation Equipment	$403,739
Food and Kindred Products	249,575
Fabricated Metal Products	180,380
Machinery (except electrical)	173,175
Apparel and Related Products	144,860
Petroleum & Coal Products	135,802
Printing and Publishing	121,544
Chemicals and Allied Products	120,905
Primary Metal Industries	81,357
Rubber Products	71,222

In 1947, the value added by the Motion Picture industry of Los Angeles amounted to $404,621,000.

(SOURCE: Census of Manufactures, 1947)

QUICK FACTS

More than half (55%) of all the manufacturing establishments of the state in 1947 were located in Metropolitan Los Angeles—a total of 9,771 establishments, employing *more than half* (54%) of the industrial employees of the state!

Approximately half of the total manufacturing employees of the area (358,772) were employed within Los Angeles city limits.

Every information source adds up to this fact: the industry locating in Los Angeles gains not only the natural advantages of the area, but the many advantages inherent in a diversified economy, such as accessibility of allied industries; in addition it gains the advantages of the most concentrated consumer market and labor pool of the West, and the opportunity of growing with an area that combines mature operation with vigorous expansion.

THE RETAIL "PICTURE"

When industry arrives in force, retail trade increases in even greater proportion. In the event your industry is dependent to an extent on retail business, the following tables give a quick overall "picture" of retail trades.

(SOURCE: Census of Business, 1948)

LOS ANGELES RETAIL ESTABLISHMENTS, 1948

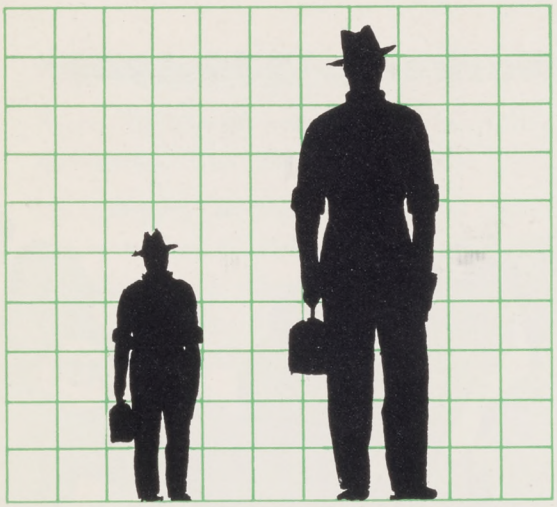
	L. A. City	L. A. County
Retail Trade	22,945	45,938
Wholesale Trade	5,926	8,082
Selected Service Trades	11,583	20,788
Hotels	730	1,037
Tourist Courts and Camps	313	860
Amusements	600	1,248

LOS ANGELES RETAIL SALES & RECEIPTS, 1948 (thousands)

	L. A. City	L. A. County
Retail Trade	$2,340,388	$4,483,199
Wholesale Trade	4,313,798	5,762,930
Selected Service Trades	249,335	400,591
Hotels	39,357	56,049
Tourist Courts and Camps	3,623	8,452
Amusements	59,337	124,753

LOS ANGELES RETAIL EMPLOYEES BY TRADE GROUPS, 1948

	L. A. City	L. A. County
Retail Trade	131,311	232,172
Wholesale Trade	64,759	87,258
Selected Service Trades	33,075	51,933
Hotels	7,002	9,642
Tourist Courts and Camps	262	595
Amusements	6,567	11,848



The rate of increase in manufacturing workers in California is indeed impressive. With a 96% increase from 1939 to 1947, California towers over the national increase of 53% during this period. *California led all nine highly industrialized states in rate of increase,* (Indiana was in second place with an increase of 67%).

Current estimated number of wage and salary manufacturing workers in Metropolitan Los Angeles today is 443,100. This is *more than half the manufacturing workers within the state.*

LABOR FOR INDUSTRY

Los Angeles has the West's largest labor supply, made up of skilled and intelligent workers who have been trained in mass production and precision techniques by local industries. The extremely wide diversification of Los Angeles industry is a sound indication of the great variety of skills offered by the vast Los Angeles labor force.

Of the 443,100* manufacturing workers in the Los Angeles area today:

276,700 manufacture durable goods under 12 major industry classifications (with 13,700 accounted for under miscellaneous.)

166,400 manufacture non-durable goods under 8 major industry classifications (with 3,700 accounted for under miscellaneous.)

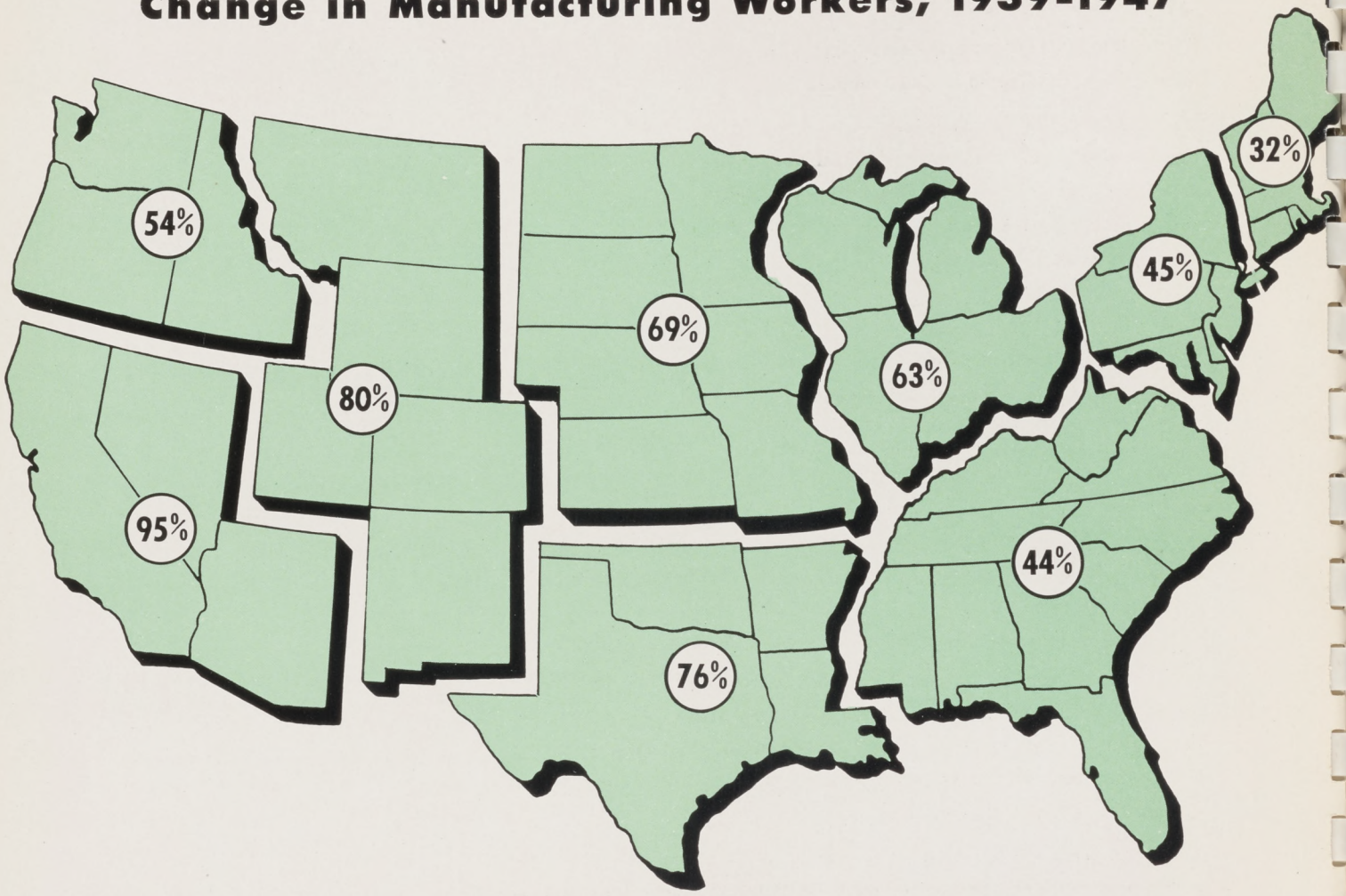
**Preliminary est., Calif. Dept. of Industrial Relations, Sept. 1950.*

CHANGE IN MANUFACTURING WORKERS, 1939-1947

REGION	Manufacturing Production Workers 1939 Thousands	1947 Thousands	Percent Increase
UNITED STATES	7,808	11,916	53
NEW ENGLAND	947	1,248	32
MIDDLE EASTERN	2,403	3,474	45
EAST NORTH CENTRAL	2,181	3,565	63
WEST NORTH CENTRAL	376	636	69
SOUTHEAST	1,163	1,676	44
WEST SOUTH CENTRAL	259	456	76
INTERMOUNTAIN	49	88	80
PACIFIC NORTHWEST	149	230	54
PACIFIC SOUTHWEST	278	543	95

(SOURCE: Census of Manufactures, 1947)

Change in Manufacturing Workers, 1939-1947



The percent increase in the number of manufacturing production workers, for the period 1939 through 1947, in the states of California, Nevada and Arizona is outstanding. However, it is important to note that the growth did not stop in 1947. It continued through 1948, 1949 and 1950. Current employment figures from these states indicated the number of production workers presently employed exceed the 1939 figures by at least 130%.

THE PACIFIC BASIN

Nearly 800,000,000 human beings live within the boundaries of the Pacific Basin countries.

Products from Los Angeles factories go direct from factory to ship, for delivery to Central and South America, Hawaii, Japan, the Philippines, Australia, China, East Indies, Alaska and Northern U. S. ports such as Seattle and Portland.

MARKETS FOR INDUSTRY

THE WESTERN STATES

One of our early U. S. industrial leaders said: "A market is a man with a buck in his pocket."

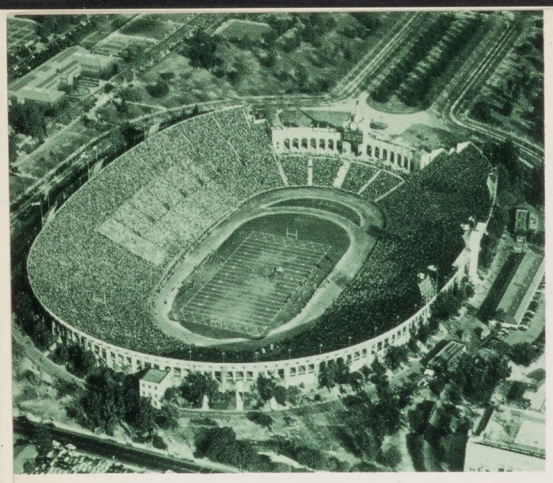
That is what the West offers industry—men *with* dollars. A market of 13% of the nation's population, and *14.6% of its effective buying income.*

People stream in at such a rate that the West showed a 39% population increase from 1940 to 1950. From 14,023,000 to 19,562,000 — almost *4½ million* new Westerners within ten years! And trend figures show that this rate of migration is still on the rise.

This great and growing market is one of great and growing buying power. Income levels in the West are substantially above the national average — in 1949, per capita, Western income was *15% above* the national average. That this trend is also on the rise is demonstrated by the fact that Western increase in total income, 1940 to 1949, was 206%, compared to the national increase of 160%!

Nearly 3/5 of the total Western income payments are accounted for by California. The state per capita figure in 1949 was $1,665, higher than any Western state except Nevada—a remarkable figure when you consider that California's 10,586,000 people comprise 54% of the entire Western population.

There is no question that the West in general and California in particular offer industry a great immediate, nearby market—the soundest possible basis for expanded national and foreign trade.



People

New Communities

New Homes

MARKETS FOR INDUSTRY

The same factors that make California the choice of the Western States for industrial location make the Los Angeles Area the most advantageous in the state: the greatest concentration of people within the state, and a per capita income higher than the state figure.

Metropolitan Los Angeles (Los Angeles and Orange counties) contains nearly 22% of the 11 Western States' population, about *41%* of California's population. Approximately 4 of every 10 California residents live within an hour's drive from the center of Los Angeles.

Metropolitan Los Angeles has approximately 25% of the income of the 11 Western States. In total buying income, Los Angeles ranks 3rd among the country's metropolitan areas. In per capita income ($1,665), the Los Angeles area is exceeded only by New York and Chicago.

(SOURCES: U. S. Bureau of the Census and Sales Management)

Los Angeles is one of the nation's leading wholesale and retail centers. Retail sales in Los Angeles aggregated nearly 5 billion dollars in 1949. A survey made by *Editor and Publisher* shows that the Los Angeles retail trading area covers the counties of Los Angeles, Ventura, San Bernardino, Riverside and Orange. These counties have a gross population of 4,891,849.

Los Angeles is also one of the West's most important wholesaling centers. The 1947 Census of Business showed the city as ranking among the top U. S. cities with wholesale sales in excess of 4 billion dollars.

Los Angeles is one of the nation's important financial centers. In 1949, the county had 46 banks which had 381 offices with deposits in excess of 5 billion dollars. Banks with the greatest number of branches were Bank of America (153 branches) and Security-First National (100 branches).

The worth of the Los Angeles area as a market is inseparably linked with its great and accelerating growth. For example, the increasing importance of the area as a market for building materials is simply explained by the fact that, as reported in *Architectural Forum*, **one out of every ten dwelling units constructed in the United States during 1948 and 1949 was built within a 25-mile radius of downtown Los Angeles.** The plus value of this "growth factor" in the dynamic Los Angeles market cannot be stressed too strongly.

During the first six months of 1950, the leading exports out of the Los Angeles Customs District were:

Petroleum and Petroleum Products valued at $25,275,000.

Raw Cotton valued at $72,436,000.

Petroleum Field and Refinery Equipment and parts valued at $4,966,000.

Canned Fish valued at $3,757,000.

Citrus Fruits valued at $2,057,000.

Total World Trade for Los Angeles County is estimated to be between $600,000,000 and $700,000,000 for 1949.

Leading Imports into the Los Angeles Customs District during the first six months of 1950 were:

Copra valued at $11,378,000.

Coffee, Raw or Green, valued at $13,289,000.

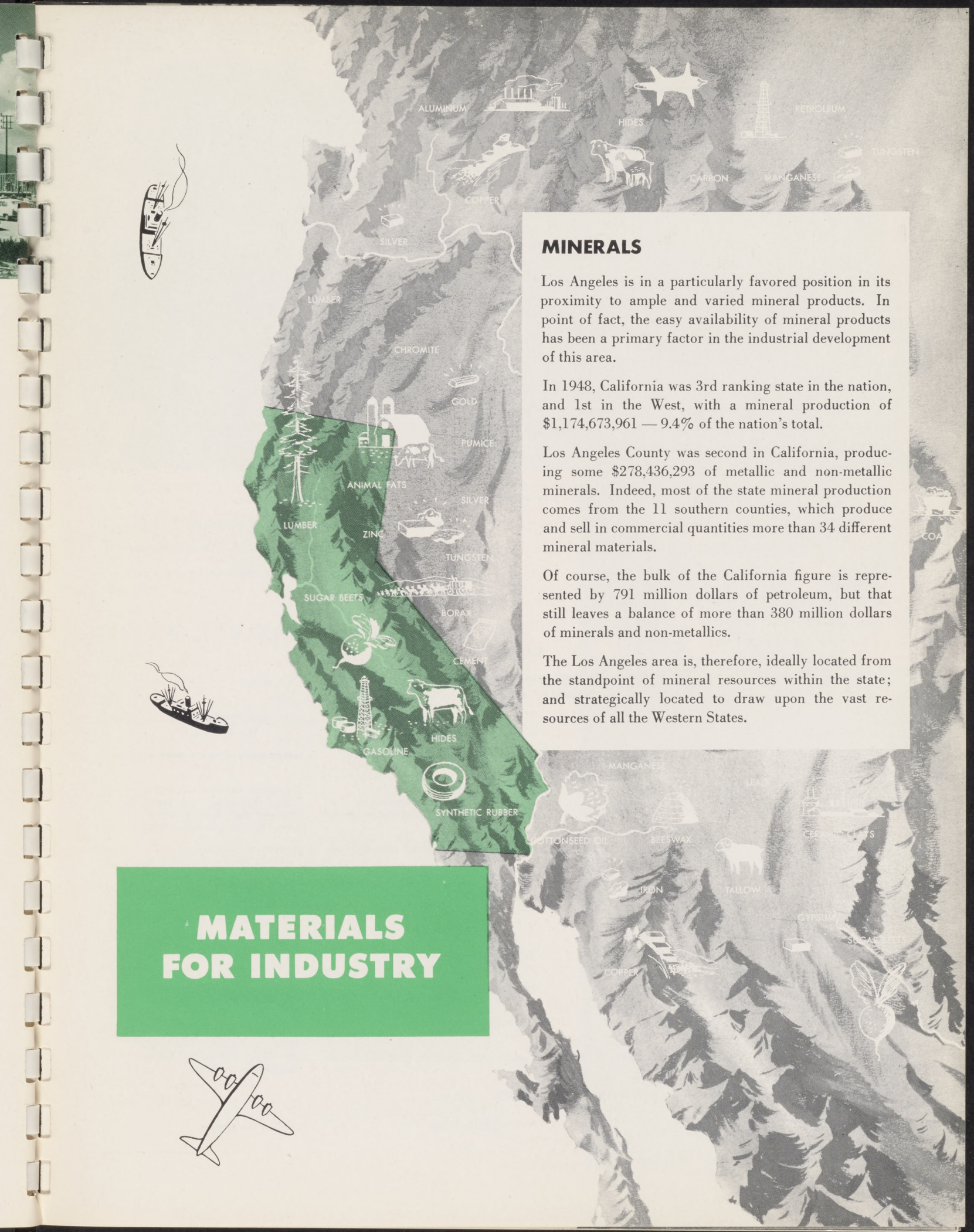
Rubber, Unmanufactured, valued at $14,658,000.

Newsprint, Standard, valued at $8,664,000.

Jute and Manufactures valued at $3,761,000.

Two favorable factors for industries requiring imports:

1. There are 500 exporting and importing firms located in Los Angeles County that are in a position to handle the export or import business of manufacturing concerns that are not interested in directly handling their world business.
2. The Foreign Trade Zone at Los Angeles eliminates many customs formalities and operates to simplify handling of foreign shipments. It enables Los Angeles manufacturers and importers to examine and prepare shipments for entry through customs in the most convenient and economical manner.



MINERALS

Los Angeles is in a particularly favored position in its proximity to ample and varied mineral products. In point of fact, the easy availability of mineral products has been a primary factor in the industrial development of this area.

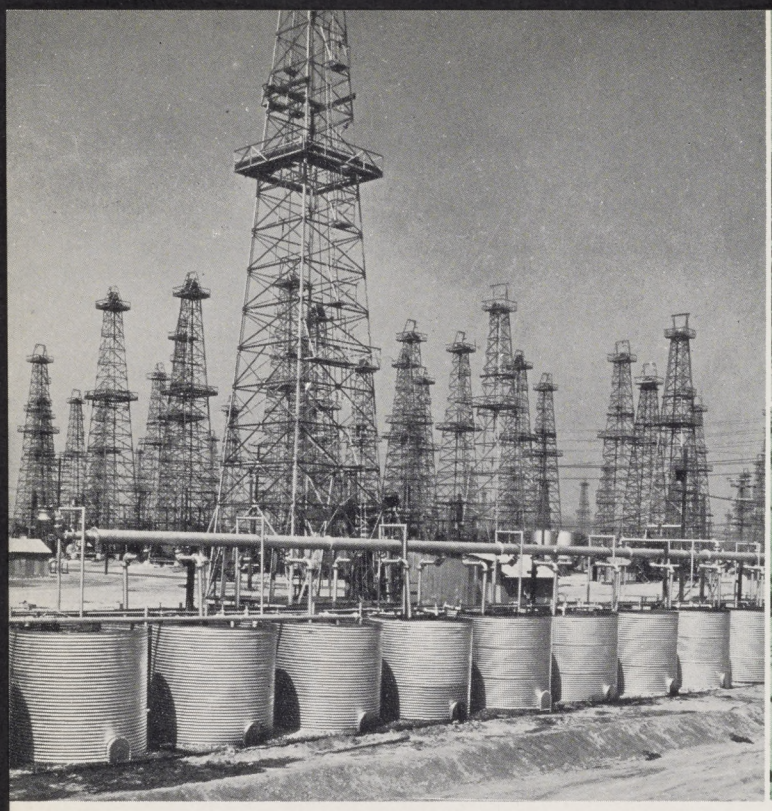
In 1948, California was 3rd ranking state in the nation, and 1st in the West, with a mineral production of $1,174,673,961 — 9.4% of the nation's total.

Los Angeles County was second in California, producing some $278,436,293 of metallic and non-metallic minerals. Indeed, most of the state mineral production comes from the 11 southern counties, which produce and sell in commercial quantities more than 34 different mineral materials.

Of course, the bulk of the California figure is represented by 791 million dollars of petroleum, but that still leaves a balance of more than 380 million dollars of minerals and non-metallics.

The Los Angeles area is, therefore, ideally located from the standpoint of mineral resources within the state; and strategically located to draw upon the vast resources of all the Western States.

MATERIALS FOR INDUSTRY



A wide variety of raw materials for manufacture are readily accessible in the West.
Many of them are locally produced and are available in the local market.

TABLE I demonstrates the importance of the Western States as the *principal* producers of 32 of the approximately 105 commercially important minerals of the U. S., and important source for over 60 of them.

TABLE II shows the 1948 dollar mineral production of the West. Approximately 1/5 of United States minerals, both metallic and non-metallic, are produced in the 11 Western States.

TABLE I

WESTERN STATES AS PRIMARY, SECONDARY AND TERTIARY SOURCES OF IMPORTANT MINERALS OF THE UNITED STATES*

STATE	1st Producer in the U. S. of:	2nd Producer in the U. S. of:	3rd Producer in the U. S. of:
Arizona	Copper Ore, Copper	Zinc-Lead-Copper Ore, Asbestos	Manganese, Perlite, Radium
California	Boron, Diatomite, Gold, Iodine, Mercury, Pumice, Sand and Gravel, Sodium Carbonates, Sodium Sulphates, Tungsten Concentrates	Chromite, Lithium, Magnesium, Petroleum, Platinum, Potassium Salts	Bromine, Calcium Chloride, Clay, Gypsum, Magnesite, Natural Gas, Natural Gasoline, Pyrites, Quartz, Talc
Colorado	Zinc-Lead-Copper Ore, Radium, Sulphur Ore, Vanadium	Feldspar, Mica, Perlite, Molybdenum	Beryllium, Fluorspar
Idaho	Antimony, Monazite sand, Zinc-Lead Ore, Silver, Zinc	Abrasive Garnet, Lead Ore, Lead-Vanadium Ore	Phosphate Rock
Montana	Manganese, Vermiculite		Zinc-Lead Ore, Silver, Zinc
Nevada	Andalusite, Magnesium	Antimony, Magnesite	Diatomite, Mercury, Sulphur Ore, Tungsten Concentrates
New Mexico	Potassium Salts	Pumice	Copper Ore, Molybdenum, Copper, Lead-Copper Ore
Oregon	Chromite, Perlite	Diatomite, Mercury	Pumice
Utah	Molybdenum	Copper Ore, Copper, Radium, Silver	Gold, Lead, Zinc-Lead-Copper Ore, Potassium Salts, Vanadium
Washington	Magnesite, Zinc-Copper Ore, Quartz	Olivine	
Wyoming		Sodium Carbonates	Sodium Sulphates

(SOURCE: Minerals Yearbook, 1948)

*Based on quantity produced

TABLE II

VALUE OF MOUNTAIN STATE AND FAR WEST MINERAL PRODUCTION IN 1948

	Thousands of Dollars	Rank in Nation	% of Total Value for U. S.
FAR WEST	1,250,043		10.05
California	1,174,674	3	9.44
Oregon	24,871	37	.20
Washington	50,498	30	.41
MOUNTAIN STATES	1,156,727		9.31
Colorado	129,326	21	1.04
Arizona	201,244	15	1.62
Idaho	79,330	27	.64
Montana	103,125	25	.83
Nevada	45,110	32	.36
New Mexico	221,022	12	1.78
Utah	204,752	14	1.65
Wyoming	172,818	17	1.39
11 STATE TOTAL	2,406,770		19.36

(SOURCE: Mineral Yearbook, 1948)

OTHER BASIC MATERIALS AND RESOURCES

LUMBER

California has large stands of saw timber on commercial forest land. In order of volume, it has Douglas fir, Ponderosa pine, True firs, Redwood and Sugar and Western White pine. Latest estimates show 227,565,000 board feet standing. The West accounts for 40% of national lumber production.

(SOURCES: U. S. Dept. of Agriculture, Bureau of Census)

AGRICULTURAL PRODUCTS

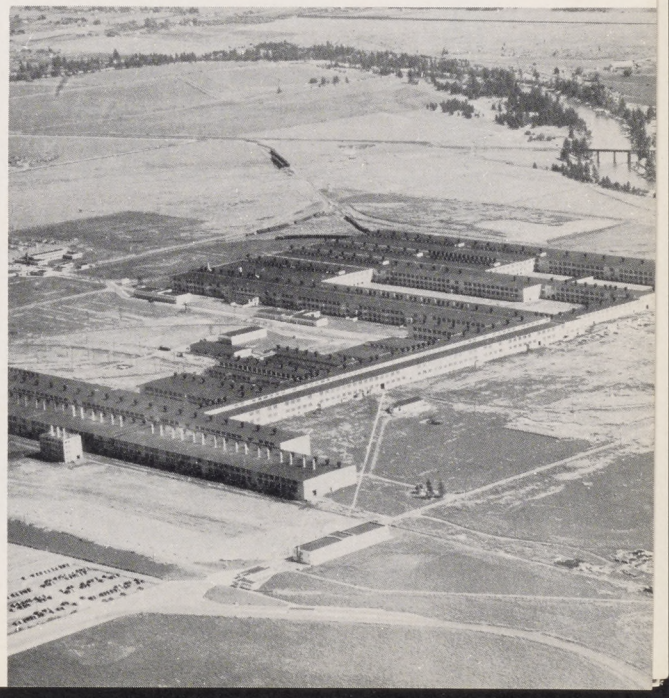
(*See special section pages 26 and 27.*)

STEEL

The West makes 80% of its own steel. Its present consumption (twice that of 1940) is estimated at about 4,500,000 tons, its productive capacity at better than 3,500,000 tons.

The Los Angeles area has the Kaiser Company, Inc. Steel Plant in nearby Fontana. This plant has a blast furnace capacity of 413,100 annual net tons, and 270,000 net tons of steel ingot capacity, with plans for further expansion. This is a full, integrated operation. Local steel producers (rolling mills) include Kaiser, Columbia and Bethlehem.

(SOURCES: Fortune, June 1949, American Iron & Steel Institute)



Cotton, steel and aluminum are but three of the many materials which are produced in the West. Completely integrated steel and aluminum mills provide raw and processed metals for industry.

SPECIFIC MATERIALS NATIVE TO OR PRODUCED IN THE WEST:

- Acetone
- Acid, citric
- Acid, fatty
- Acid, hydrocyanic
- Acid, sulphuric
- Alcohol
- Aluminum
- Asphalt
- Barytes
- Beeswax
- Bentonite
- Benzol
- Borax
- Bromine
- Butane
- Carbon for electrodes
- Cement, Portland
- Clays, ceramic
- Clays, filter
- Clays, fire
- Diatomaceous Earth
- Dolomite
- Fats, animal
- Feldspar
- Gasoline
- Gas, natural
- Glycerine
- Gypsum
- Hides (raw)
- Iodine
- Iron, pig
- Kelp
- Lead and Lead Ore
- Lime
- Limestone
- Litharge
- Lithium salt
- Mercury
- Mica, ground
- Oil, cotton seed
- Oil, fish
- Oil, linseed
- Oil, olive
- Oil, petroleum
- Paint
- Pectin
- Potash
- Potassium Chlorate
- Pumice
- Refractories
- Rubber, synthetic
- Salt
- Sand, silica
- Silicate of Soda
- Soda, ash
- Soda, caustic
- Sodium, Hyposulphite
- Sodium Sulphate
- Sugar, beet
- Styrene
- Talc
- Tallow
- Tungsten
- Tri-sodium phosphate
- Vermiculite
- Whiting
- Zinc

For manufacturers who need non-regional domestic materials, or whose chief interest is the advantageous situation in Los Angeles for processing and fabricating, the transportation facilities into Los Angeles are highly favorable.

RESOURCES FOR SUBCONTRACTING, ASSEMBLY

Los Angeles Chamber of Commerce figures show that at the beginning of 1950, over 3,000 separately classified commodities were being manufactured by approximately 10,000 local concerns. That these are highly diversified is attested to by the fact that Los Angeles ranks *4th or better nationally in 41 different major industries*; a good indication of the diversity of plants available for subcontracting and assembly.

Southern California has long been noted for its producti of foods. In addition to providing ample supplies for loc consumption, the area exports its products to the natio

LOS ANGELES

Center of Raw Material Supplies of Western States and Pacific.

Into the great Port of Los Angeles flow the products of Pan America and the Pacific Basin Countries. In addition to the wealth of domestic materials, the Los Angeles Area offers industry Bamboo, Copra, Onyx, Hemp, Raw Silks, Coffee, Palm Oil and Spices—myriads of Pacific products enrich the great store of national resources available here.

Yes, in Los Angeles, industry finds "everything under the sun"—materials, men, climate, transport. Build your industrial future with the greatest city of the West, the fastest-growing city of the nation!

FOOD FOR INDUSTRY

The West is indeed rich in Food for Industry, and there are many *industrial* opportunities inherent in this wealth of provender.

For example, Los Angeles County produces more milk than any other area in the world. Yet, with 55 million dollars invested in dairy farm equipment, and another 50 million dollars in milk processing plants, there is practically no local manufacture of the equipment needed.

The 1949 value of farm production in 12 southern California Counties is estimated at $1,126,495,660, as follows:

	THOUSANDS	% TOTAL
Livestock, Dairy Products ..	$397,534	35
Field Crops	293,209	26
Fruit and Nut Crops.....	254,518	23
Truck Crops.....	181,233	16

In these facts, there is evident not only the amplitude of Food for Industry, but the wide opportunity for industries engaged in the processing of agricultural products.

MILLION DOLLAR AGRICULTURAL INDUSTRIES OF LOS ANGELES COUNTY IN 1949 (F.O.B. VALUE OF PRODUCTS)

RANK	PRODUCT	VALUE, THOUSANDS
1	Dairy Products	$64,347
2	Chickens, Eggs	23,456
3	Nursery Stock	16,500
4	Oranges	16,088
5	Cut Flowers	13,500
6	Lemons	8,287
7	Alfalfa	6,792
8	Cattle Calves	6,158
9	Chicken Meat	5,023
10	Celery	4,370
11	Rabbit Meat, Fur	3,255
12	Hogs	2,923
13	Turkey Meat	2,720
14	Tomatoes	1,158
15	Walnuts	1,108
16	Cauliflower	1,026

HORN OF PLENTY, WESTERN STYLE!

The West grows... 60% of the U. S. Bean Crop

3 Pacific States grow... 100% of U. S. Hops

California is... 2nd in Cash Receipts from Farming, Including 39% of U. S. Fruit Crop

Los Angeles County is... 1st in U. S. in Value of Farm Crops

Los Angeles is... 1st in Value and Pounds of U. S. Fish Catch

California produces... 50% of the U. S. Commercial Fruit Pack

Sources: U. S. Dept. of Agriculture
Los Angeles County Farm Advisory Service

DISTRIBUTION FACILITIES

RAILWAYS

Three transcontinental rail lines serve Los Angeles: Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.

In the 1st quarter of 1950, total Class I rail freight tonnage originating in California was 7,858,867; terminating in California, 8,812,410.

Locally, Los Angeles is served by the Pacific Electric System; Los Angeles Junction Railway (connecting transcontinental lines) and the Harbor Belt Line (connecting transcontinental lines with harbors).

WATERWAYS

Foreign Trade Zone No. 4 was formally dedicated at Los Angeles Harbor in September, 1949. Here, in a fenced off, customs-guarded area, foreign merchandise may be landed in whole or in part, inspected, processed, packaged or otherwise manipulated, without payment of customs bond or duty pending reshipment of goods abroad or entry into the United States. Foreign Trade Zone No. 4 greatly facilitates handling of shipments by Los Angeles industry.

In addition to transcontinental railroads operating as the unified Harbor Belt Line, 200 motor truck carriers serve the Los Angeles-Long Beach harbors. The most modern equipment is available, including derrick barges capable of handling lifts up to 150 tons.

Through this great modern port passed 16,658,000 tons of exports and imports during 1949. 4,080 ships called. It is port of call for over 90 steamship companies.

FOR INDUSTRY

HIGHWAYS

54% of California rural roads are surfaced, compared to the U. S. figure of 49%.

Approximately 200 common carrier truck lines serve Los Angeles.

In 1949 California had 429,725 trucks in operation, carrying substantial tonnage. Of these, 136,598 were in operation in Los Angeles County.

(SOURCE: Federal Works Agency, L. A. Chamber of Commerce, Calif. State Dept. of Motor Vehicles)

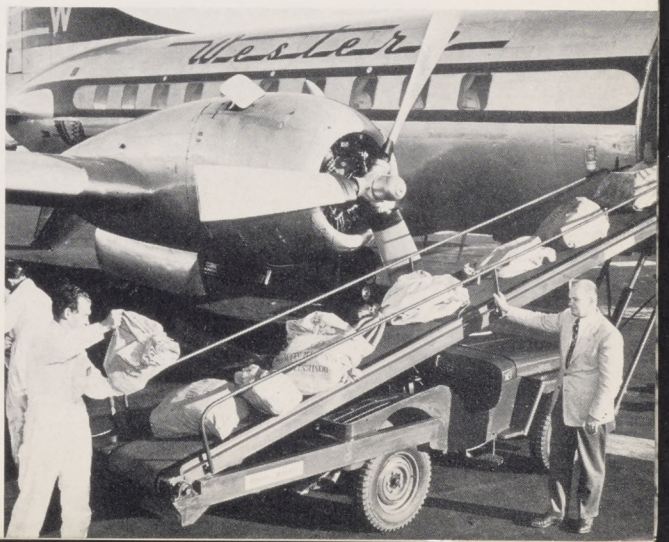
AIRWAYS

Ten municipal airports dot Los Angeles County. More than 30 private airports are also available.

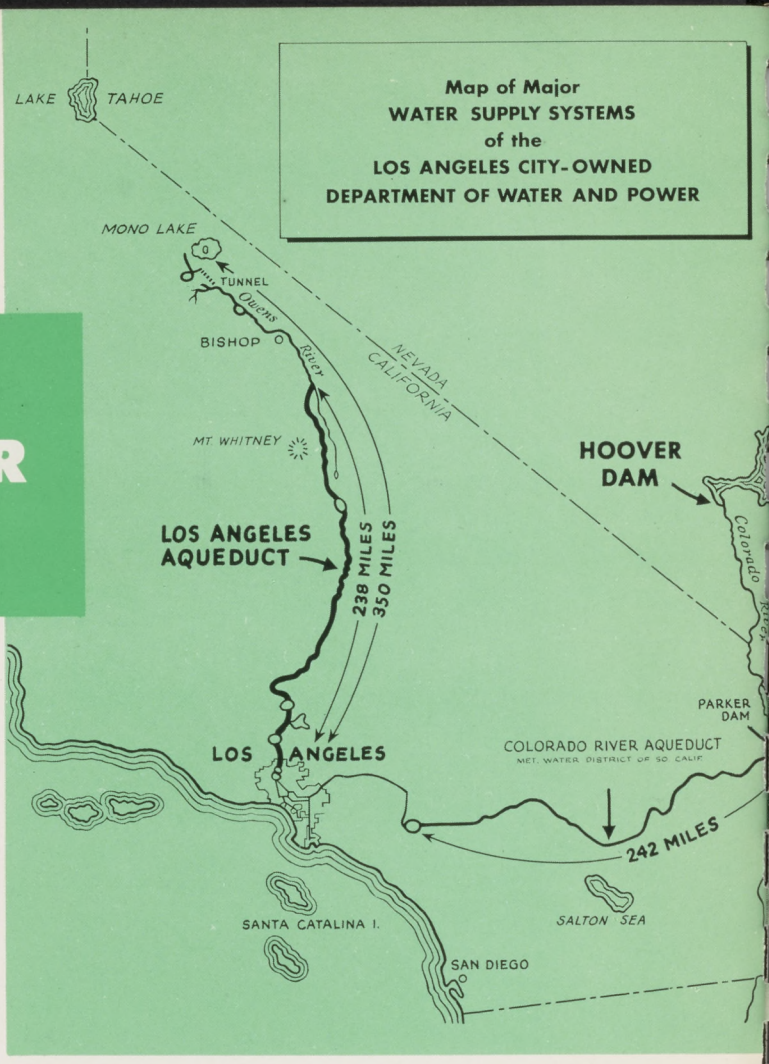
7 Certified Airlines serve the area: American Airlines, Inc.; Los Angeles Airways, Inc.; Pan American World Airways; Trans-World Airlines, Inc.; United Air Lines; Western Air Lines, Inc.; Southwest Airways Co.; and 2 Certified Air Cargo Carriers — Flying Tiger Line, Inc.; Slick Airways, Inc.

Through the Los Angeles International Airport alone during the first 9 months of 1950 passed 998,117 passengers, 1870 tons of air express, 6281 tons of air freight, 3690 tons of air mail.

Los Angeles is truly aviation's "hometown"— first area in production of aircraft; home of North American Aviation, Inc.; Douglas Aircraft Co., Inc.; Lockheed Aircraft Corp.; Northrop Aircraft, Inc.



PLENTIFUL LOW COST WATER FOR INDUSTRY



Two great aqueducts and a natural river bring Los Angeles a dependable three-way supply of good water.

Currently, about three-fourths of the water used in the city comes from the Owens River Aqueduct system which taps both the Owens and Mono basins of the High Sierras. The Los Angeles River and local pumping furnish about a fifth of the city's needs. The rest of the needed water is obtained from the Colorado River.

Long range planning has secured for Los Angeles an ample water supply for future growth. The Owens River Aqueduct was completed in 1913, far ahead of the city's needs. Water from the Colorado River was assured by contract with the Metropolitan Water District, which completed a great aqueduct in 1940 that now serves Los Angeles and 31 other southern California communities.

Some areas in southern California not served by the Metropolitan Water District aqueduct have recently been facing water difficulties, and shortages have been reported in various parts of the nation, but Los Angeles is better prepared than most of the great cities of the United States to meet present and future demands for water. The Los Angeles municipal water system has a greater built-in capacity ahead of need than any other city water system.

Water from the three sources, when fully utilized, will be able to support more than twice as many people as now live in Los Angeles. Thus, ample and dependable supplies of good water are assured far into the future for new people and new industries.

One of the many streams that are fed from the eternal snows of the High Sierras. Such waterways contribute their flow to the Owens River Aqueduct System which is one of the major sources for Los Angeles.

WATER ON HAND. The modern Los Angeles water system, planned to meet the ever increasing demands of a growing city, contains a chain of reservoirs and storage facilities to provide safe, dependable delivery. This huge system can store more than 131 billion gallons of water. At present rate of use this capacity is more than equal to the present annual consumption in Los Angeles.

DISTRIBUTION AHEAD OF NEEDS. In spite of the city's tremendous growth in the last ten years, when population increased a third, the city-owned Department of Water and Power has been able to install distribution facilities well ahead of needs. New industries are thus assured of plentiful supply without delay.

Active service connections have increased by a third to a total of more than 400,000 since 1940. The Department has some customers who use as much as 40 million gallons monthly, several who require twenty and thirty million gallons.

Nearly 5,000 miles of distribution lines now supply Los Angeles. A new 293,000,000 gallon storage reservoir in the Baldwin Hills district, completed in 1951, is typical of new facilities. A hundred million gallon trunk line to the San Fernando Valley was recently completed. Another new main supply line will carry almost half of the present daily demand when completed, and add another distribution link to the Colorado River Aqueduct supply.

TYPICAL MONTHLY WATER BILLING COMPARISONS

SIXTEEN LARGEST CITIES IN U. S.

WATER SUPPLY OBTAINED FROM LOCAL SOURCE	10,000 gallons	50,000 gallons	Net Monthly Water Bills for: 650,000 gallons	5,000,000 gallons
Baltimore	$2.60	$11.70	$ 82.68	$518.80
Pittsburgh	2.17	10.25	119.67	733.67
St. Louis	1.84	7.68	55.96	350.70
Buffalo	1.43	5.92	41.21	297.07
Minneapolis	1.30	6.70	86.90	668.40
New Orleans	1.25	5.30	49.10	355.00
Detroit	1.25	5.59	55.38	338.95
Washington	1.22	5.00	61.14	468.19
Cleveland	1.20	5.58	61.87	405.98
Milwaukee	1.13	4.77	59.91	415.12
Philadelphia	1.12	3.58	38.51	293.11
Chicago	.78	4.02	52.14	401.04
WATER SUPPLY IMPORTED				
San Francisco	4.07	17.87	186.63	994.95
Boston	2.39	12.33	145.10	1,063.87
New York	1.95	10.05	130.35	1,002.60
Los Angeles	1.92	9.52	103.87	535.06
SIX LARGEST PACIFIC COAST CITIES				
WATER SUPPLY IMPORTED				
San Francisco	4.07	17.87	186.63	994.95
Oakland	3.36	14.56	156.05	933.38
San Diego	2.77	13.87	119.30	758.95
Los Angeles	1.92	9.52	103.87	535.06
Portland	1.43	7.37	75.52	376.20
Seattle	1.42	6.28	61.39	410.29

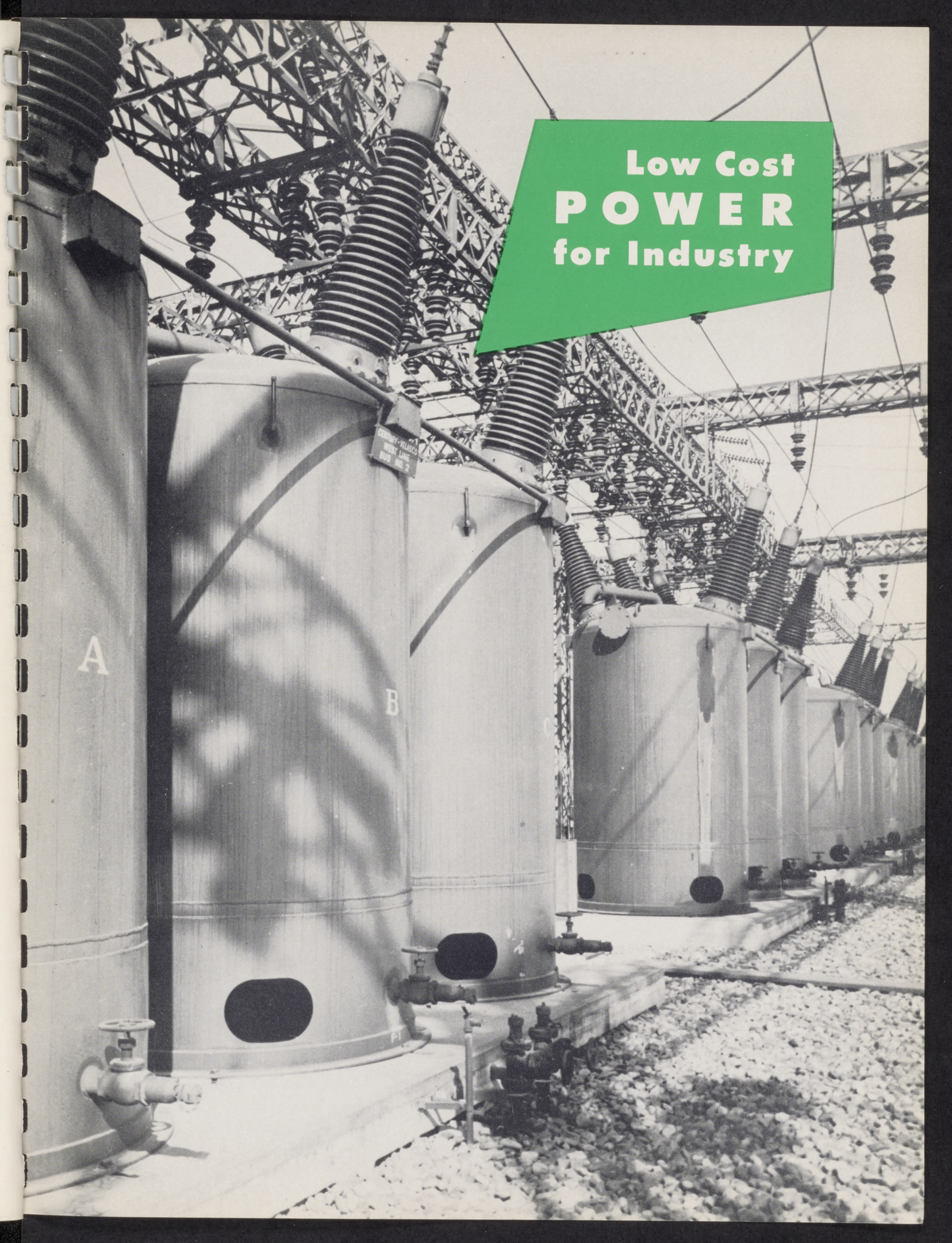
QUALITY INSURANCE

Most of the city's water supply originates in the unpopulated High Sierra country. These uncontaminated sources give Los Angeles a natural quality advantage. Future supplies from the Colorado River system are similarly protected.

To maintain and improve the purity and quality of Los Angeles water the Department makes more than 50,000 annual laboratory and field analyses. These many tests and checks include close bacteriological control and numerous mineral, sanitary, chemical and microscopic examinations. In the entire history of the Department not a single case of water-borne infection has ever been traced to the municipal water supply.

For special purposes the office of the General Manager and Chief Engineer will supply on request a detailed analysis for chemists and plant engineers.

Pressure, in some cases as important as quality, is maintained at a consistent level of approximately 70 pounds per square inch in industrial areas. Here again, abundant close-in supplies, coupled with adequate distribution facilities, guarantee steady, uniform pressure for industrial needs, without requiring construction of costly private water tower structures.


Low Cost
POWER
for Industry

COMPARE THE RATES

Power is plentiful in Los Angeles. And at low cost! In the nation's fifteen largest cities, excluding Los Angeles, power users pay an average of 56% more for electricity than in Los Angeles. In some large industrial centers, costs are more than double the Los Angeles rate. Important savings, which can be reflected in lowered costs and increased sales, are waiting for volume power users.

FROM MANY SOURCES power for industry comes to Los Angeles in an abundant, low-cost, dependable flow. Hydro-electric plants in the Owens Valley and Aqueduct systems produce an important share of this energy. Under normal conditions Hoover Dam provides about two-thirds of the city's power consumption.

In addition to these hydro-electric sources, the city-owned Department of Water and Power has built and is building additional steam generating capacity using locally available fuel oil and natural gas. Present steam generating capacity is usually held as reserve for peak load requirements.

ALWAYS BUILDING. Completed at the beginning of 1951 was the city's harbor steam plant with 355,000 kw capacity. Started in 1948 and scheduled for operation late in 1951, a large hydro-electric project in the Owens River Gorge in the High Sierras will produce an additional 112,500 kw. Contracts were awarded in 1950 for the construction of two giant steam turbine generators, the first of four to be included in a new $58,000,000 steam generating plant that will add 320,000 kilowatts of power capacity.

In the last ten years Los Angeles has more than doubled its power capacity. As indicated by the projects listed, the Department of Water and Power continues to build reserves for future use to provide for the inevitable industrial expansion of Los Angeles.

Present steam generating capacity augments Hoover energy, although much of it is usually held in reserve for peak load requirements.

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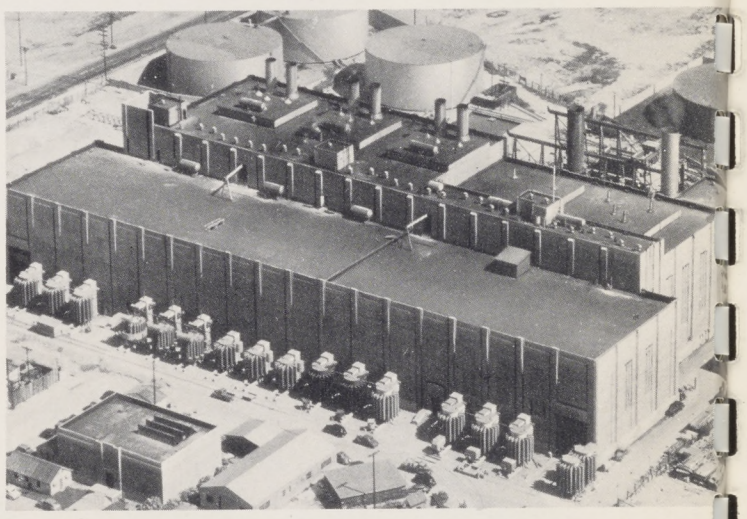
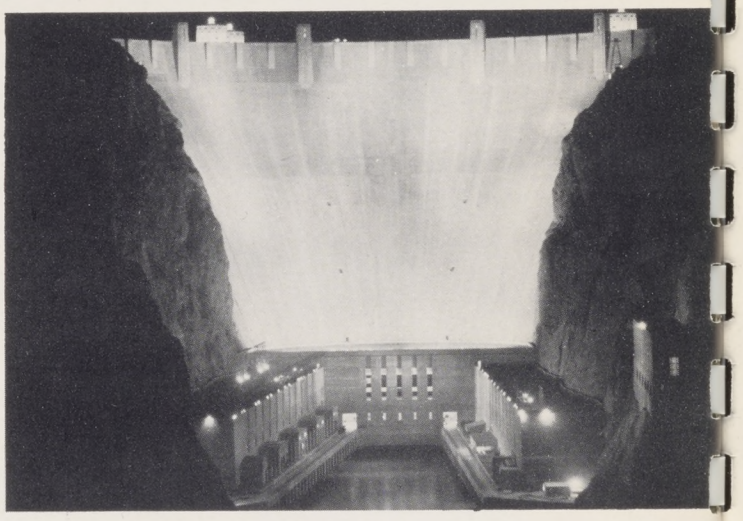
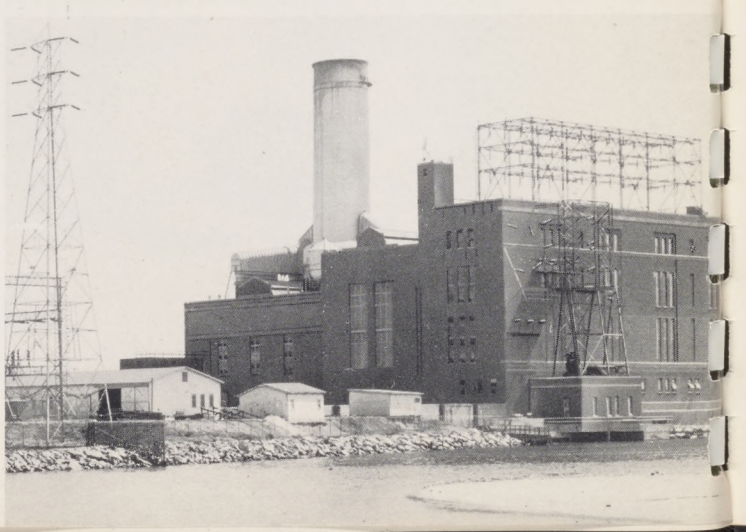






A power plant on Los Angeles Aqueduct
Harbor Steam Plant
Hoover Dam and Power Plant
Seal Beach Steam Plant

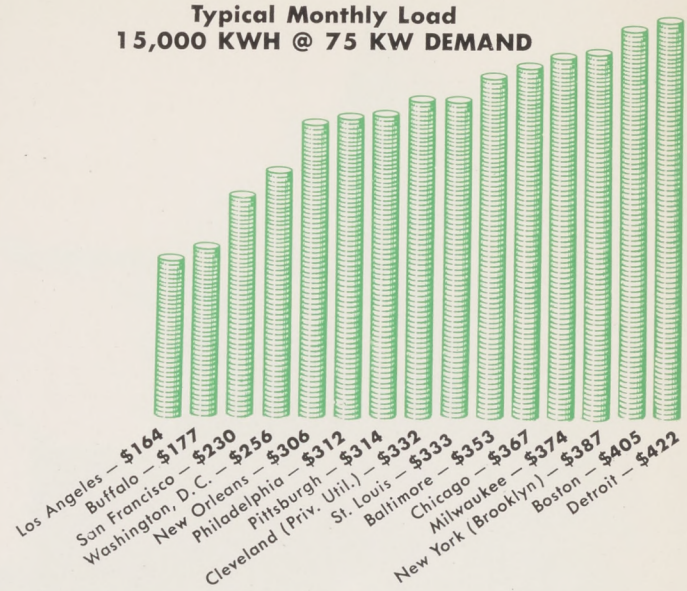
LOOK AT THE SAVINGS

So that you may see the actual dollars and cents per month in Los Angeles electric power costs as compared with other cities, representative classes of use for large and small plants are shown on this page.

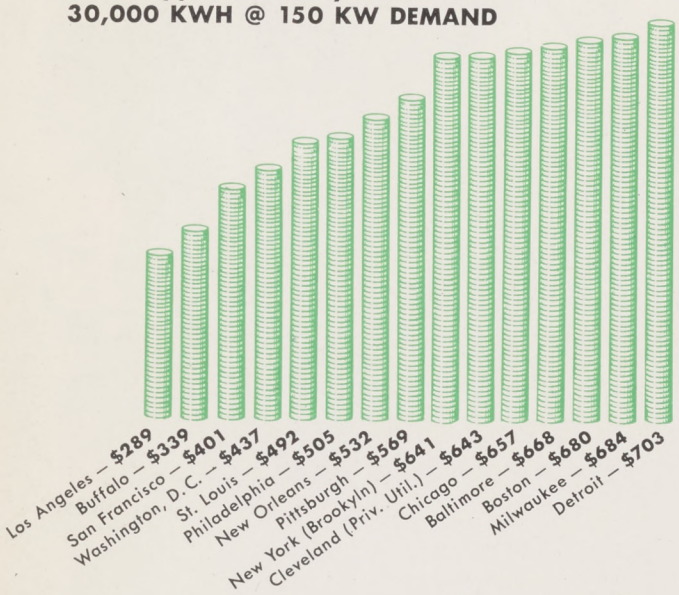
Note the important savings Los Angeles offers over other industrial centers. The annual differential in many instances becomes a sizeable figure.

This information was compiled from the Federal Power Commission Publication R-40, 1950. Computations are on a basis of 200 hours use of demand, approximating normal one-shift operations for one month.

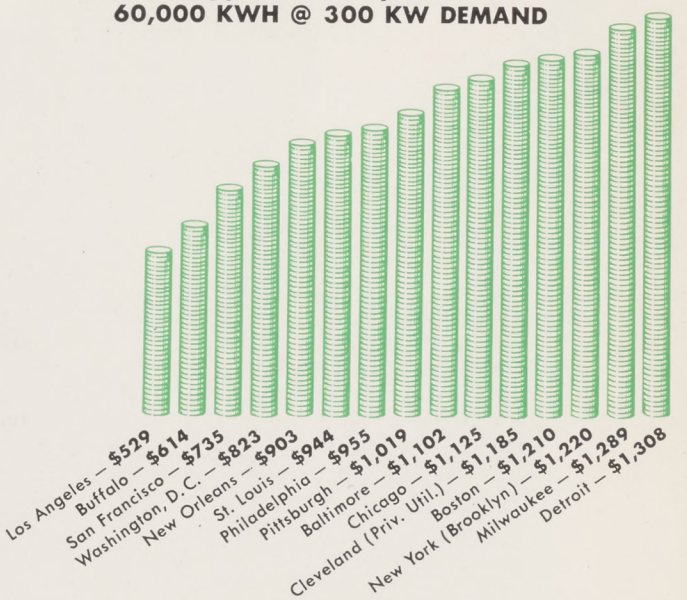
Typical Monthly Load
15,000 KWH @ 75 KW DEMAND



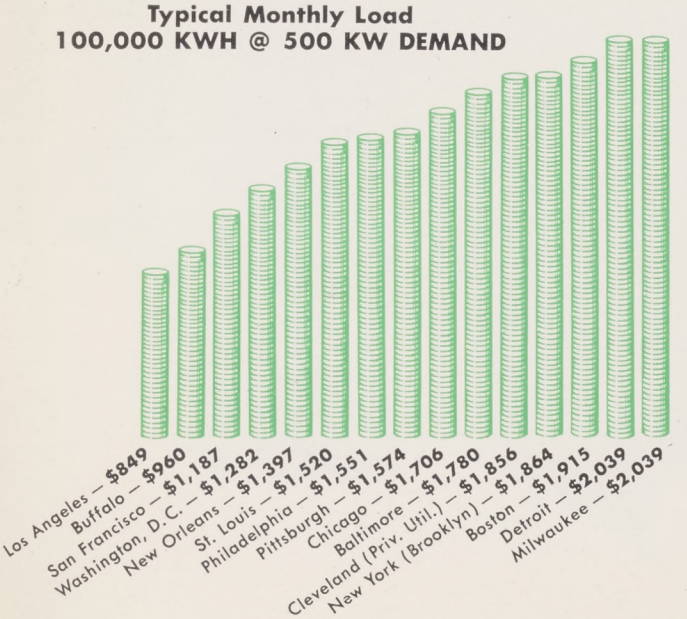
Typical Monthly Load
30,000 KWH @ 150 KW DEMAND



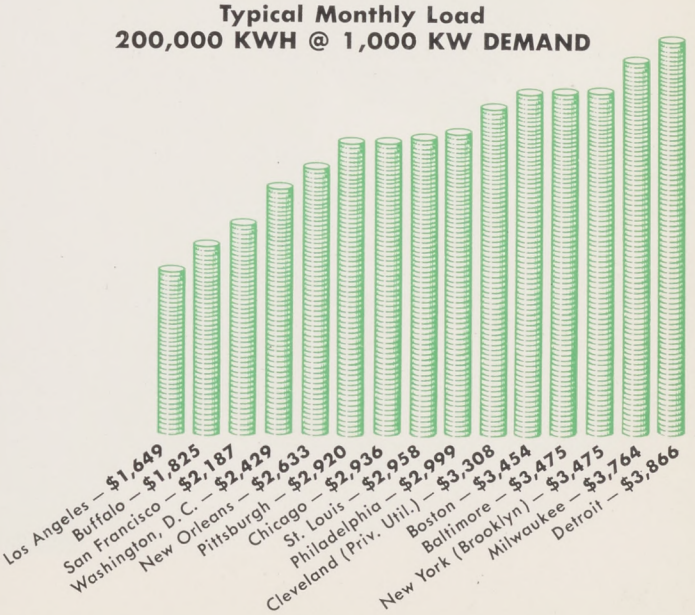
Typical Monthly Load
60,000 KWH @ 300 KW DEMAND



Typical Monthly Load
100,000 KWH @ 500 KW DEMAND



Typical Monthly Load
200,000 KWH @ 1,000 KW DEMAND



SAN FERNANDO
SUNLAND
CHATSWORTH
TUJUNGA
10
SAN FERNANDO VALLEY
Autos, Light and Heavy Industry
VAN NUYS
BURBANK
GLENDALE
NORTH HOLLYWOOD
8
HOLLYWOOD DISTRICT
9
NORTHEAST
BEVERLY HILLS
5
WEST LOS ANGELES
Aircraft
6
WEST-CENTRAL DISTRICT
7
CENTRAL BUSINESS DISTRICT
SANTA MONICA

ROOM FOR INDUSTRY

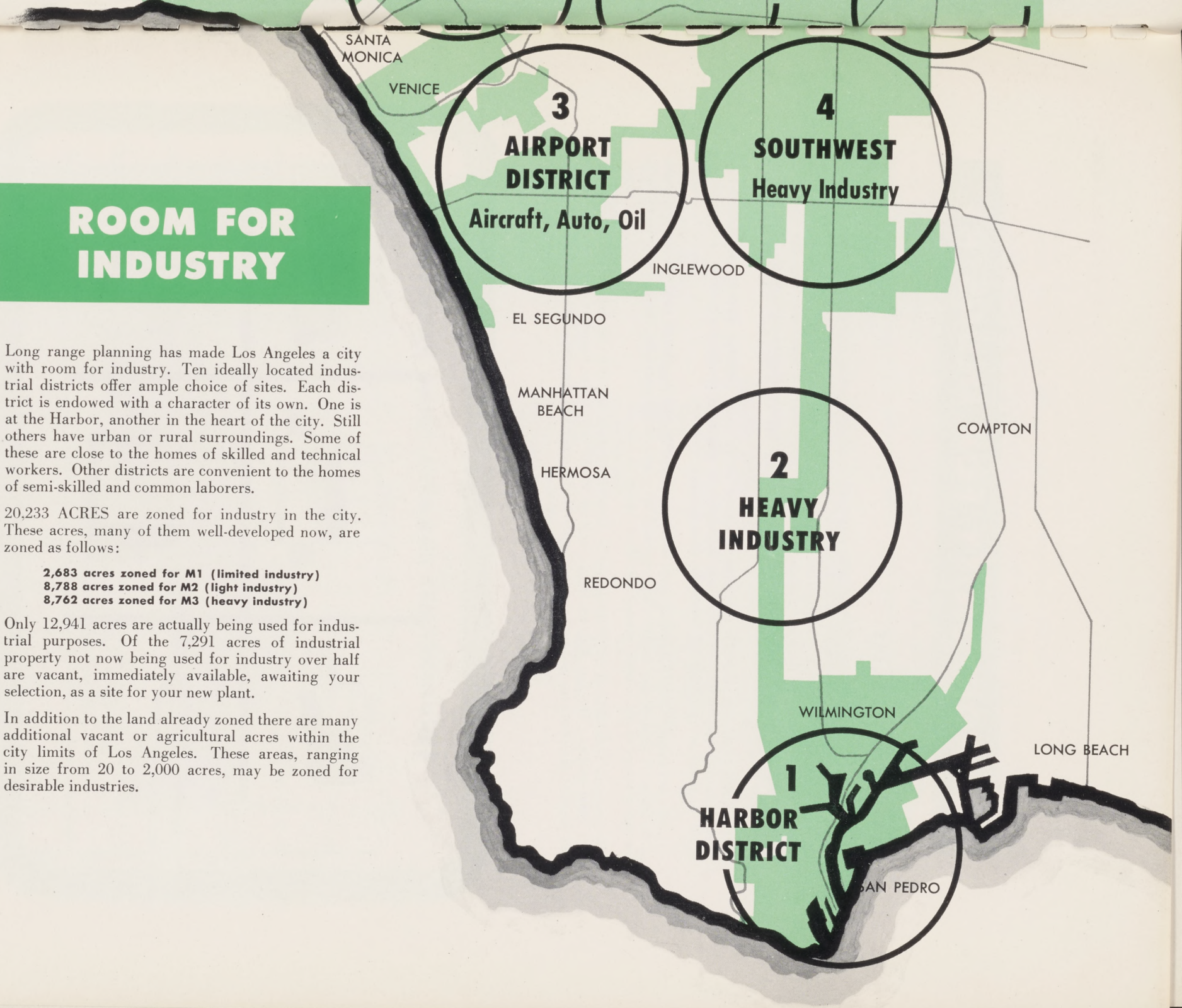
Long range planning has made Los Angeles a city with room for industry. Ten ideally located industrial districts offer ample choice of sites. Each district is endowed with a character of its own. One is at the Harbor, another in the heart of the city. Still others have urban or rural surroundings. Some of these are close to the homes of skilled and technical workers. Other districts are convenient to the homes of semi-skilled and common laborers.

20,233 ACRES are zoned for industry in the city. These acres, many of them well-developed now, are zoned as follows:

2,683 acres zoned for M1 (limited industry)
8,788 acres zoned for M2 (light industry)
8,762 acres zoned for M3 (heavy industry)

Only 12,941 acres are actually being used for industrial purposes. Of the 7,291 acres of industrial property not now being used for industry over half are vacant, immediately available, awaiting your selection, as a site for your new plant.

In addition to the land already zoned there are many additional vacant or agricultural acres within the city limits of Los Angeles. These areas, ranging in size from 20 to 2,000 acres, may be zoned for desirable industries.



OPPORTUNITY FOR INDUSTRY

BASIC INDUSTRIES

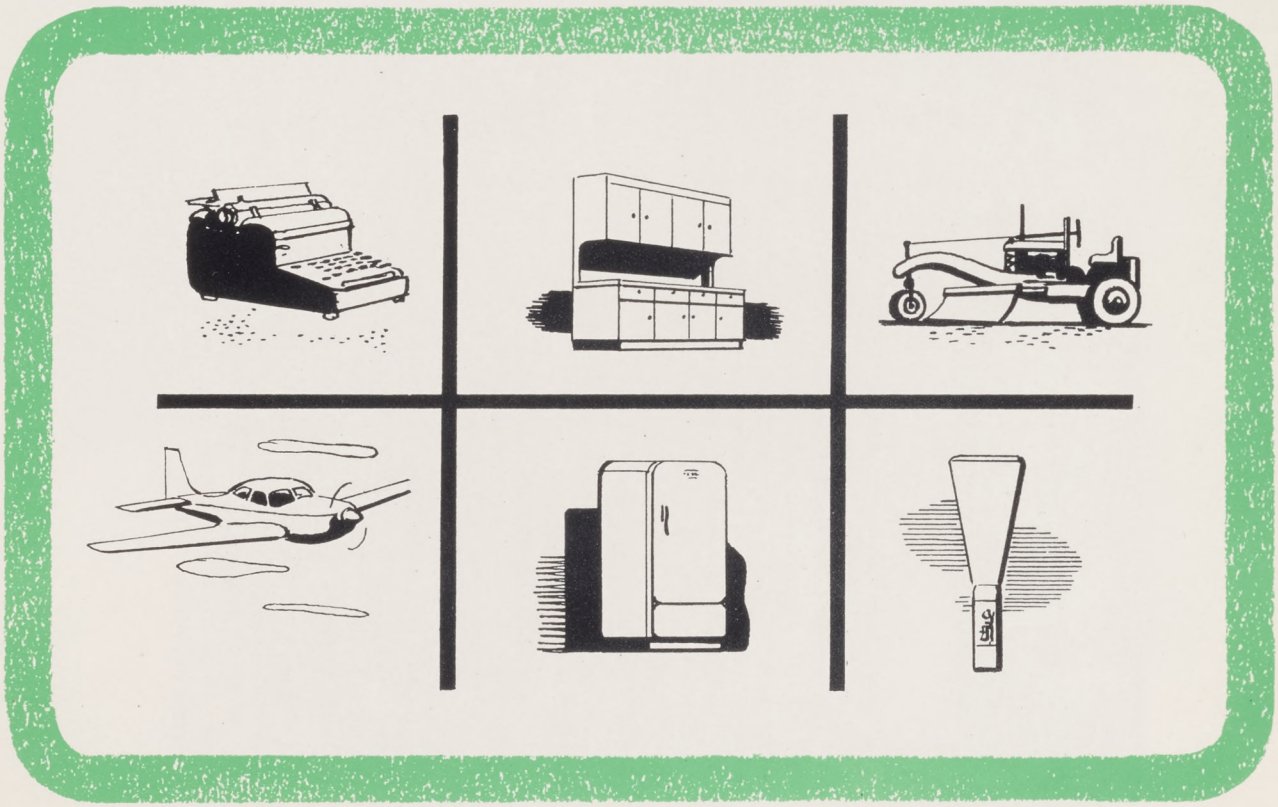
There are still many opportunities for additional basic industries in Los Angeles.

The raw materials and natural resources listed earlier indicate the wide scope here in the extraction, refining and processing of domestic materials, and the processing of materials from the Orient for shipment farther east, as well as for the manufacture of basic material into commodities for sale and shipment to the midwest and east.

There is still room for profitable operation in almost every basic industry already established here. There is further opportunity for some basic industries of which the products are either not made here at all, or made in quantities far below the area demand.

As just one example, 32,579 dwelling units were constructed in Los Angeles in 1950, exceeding all other U. S. cities. In spite of this evident large demand for construction materials, there are no facilities for the manufacture of flat window glass in the West.

The economic feasibility of establishing specific basic industries can only be determined by extensive individual studies. The Los Angeles Department of Water and Power cooperates in such studies and can provide information pointing to many opportunities deserving of careful investigation.



FABRICATION

Until its relatively recent surge of growth in basic industries, Los Angeles has been best known for product fabrication, and there are still a myriad of opportunities in this field.

It is evident, in all merchandise in which style is a factor, such as clothing or cosmetics, why the label "Made in Los Angeles" or "Made in Hollywood" has a powerful sales appeal. Hollywood, "glamorizer" of many a product, is one of the 10 industrial manufacturing districts of corporate Los Angeles.

What is perhaps not so clearly understood is the appeal of the "California Tag" in many other fields. California-designed furniture, for example, reflects the Californian's impulse towards casual living, towards light, space and color. It has tremendous appeal to dwellers in more confining climates.

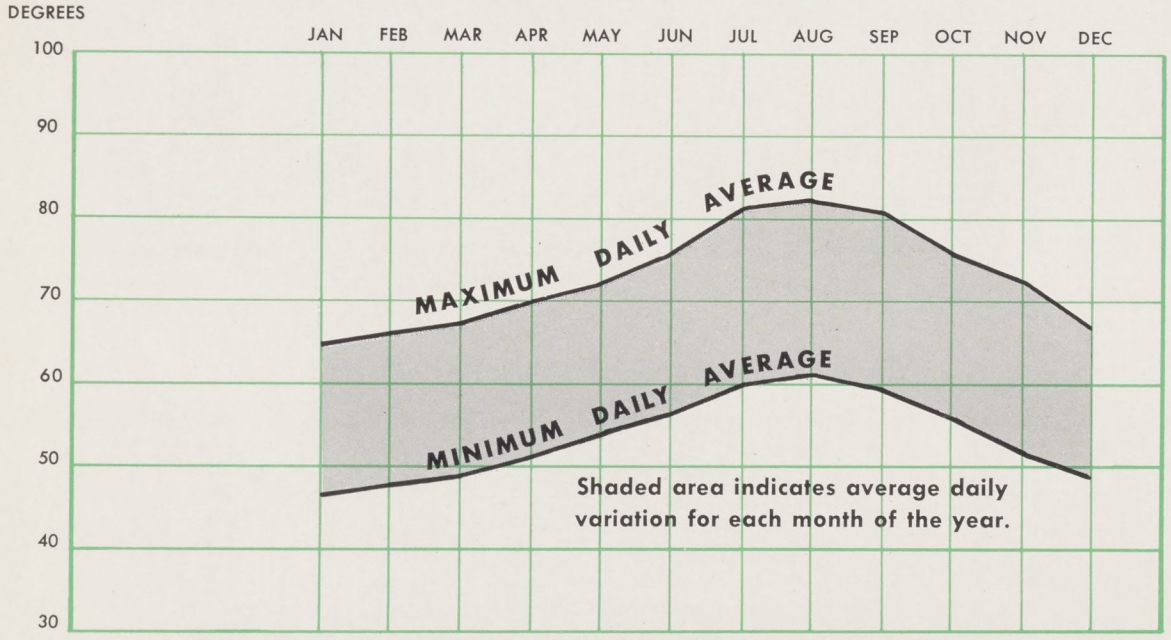
California ceramics are selling on a rapidly rising market; their appeal is in simple freedom of design, brilliant "California" colors.

Design and produce *your* product in southern California. The following is a partial list of some of the products that are not manufactured in sufficient quantities to meet local demand:

PRODUCT MANUFACTURING IN LOS ANGELES COUNTY, INSUFFICIENT FOR LOCAL DEMAND

Civil Aircraft
Aircraft parts & Supplies
Auto parts & sub-assemblies
Small electric appliances
Refrigerators
Home freezers
Athletic equipment
Dry batteries
Bicycles
Buttons
Metal kitchen cabinets
Cigarettes
Communication equipment
Cookers
Electric flashlights
Floor coverings
Garden tools
Glass blocks
Gloves
Guns, ammunition
Hairpins
Nails
Hose: Fire, Air, Garden
Musical instruments
Surgical instruments
Lawn mowers
Linoleum
Electric meters
Excavating, Road Building Machinery
Dairy machinery
Tractors
Paint pigments
Photographic film
Phonographs
Cast iron pipe
Railway cars, busses
Razors
Rubber coats and boots
Scissors
Sugar
Tool steel
Toys
Radio tubes
Typewriters
Wall board
Wallpaper
Wire

67-YEAR DAILY AVERAGE TEMPERATURES



EQUABLE CLIMATE is an added asset for the Los Angeles manufacturer that can be converted into profits. With only an approximate 20-degree fluctuation in average daily temperatures and a seasonal average variation of less than 20 degrees, working conditions are uniformly good throughout the year, resulting in a steady high level of production for most plants.

SERVICES FOR INDUSTRY

offered by Department of Water and Power

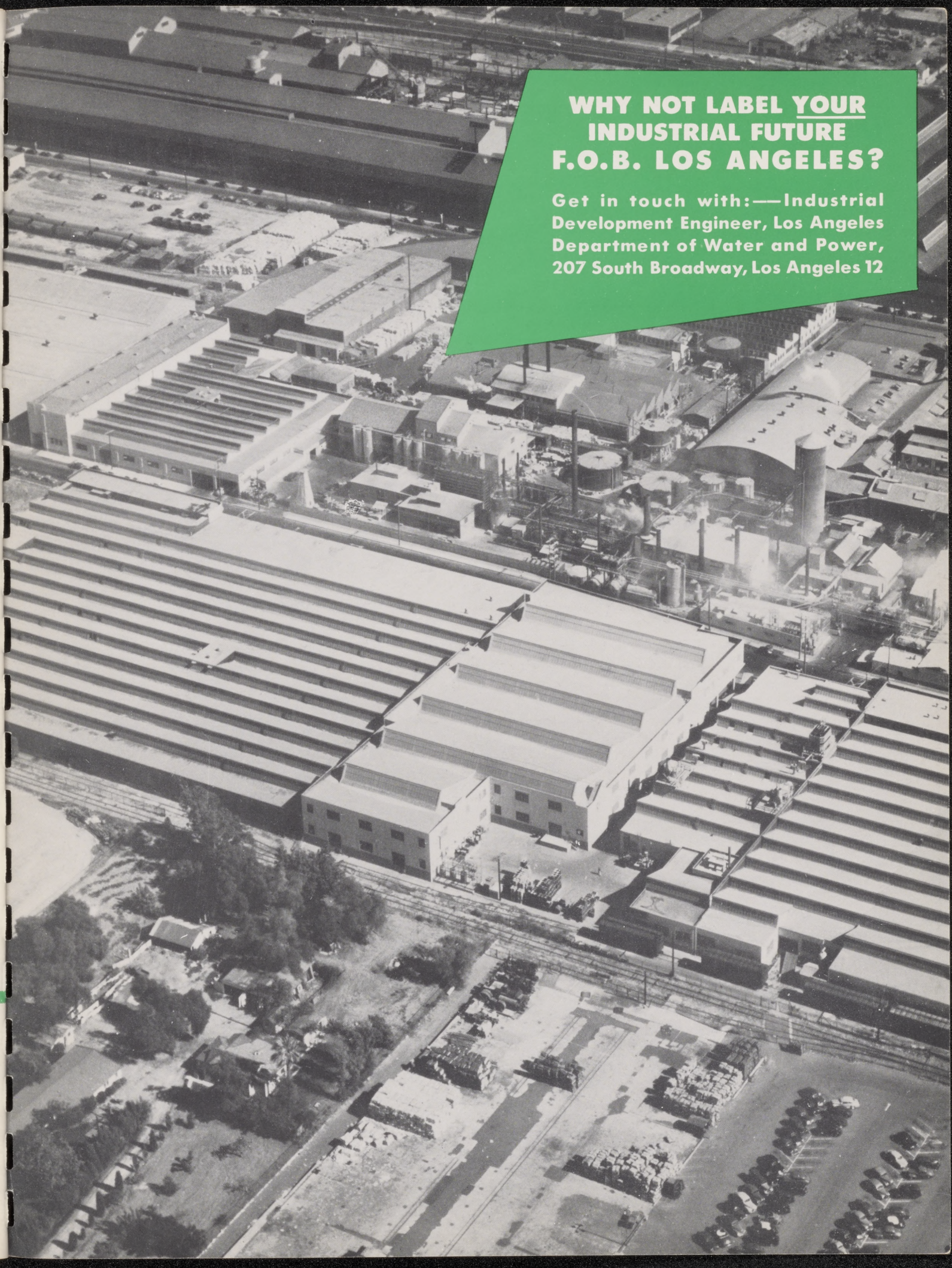
THE DEPARTMENT WILL:

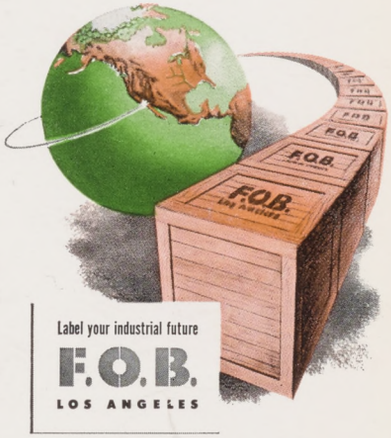
1. Conduct special studies on plant location factors, such as raw material sources, utility services, transportation facilities, etc.
2. Cooperate in locating factory sites or industrial property.
3. Help you locate additional factory space with suitable water and power facilities.
4. Aid manufacturers in locating machine tools or machine tool time, or subcontractors equipped to do special jobs.
5. Give general advisory service on all types of power-operated equipment.
6. Analyze circuit loading and power factor in customer's plant.
7. Study customer's manufacturing processes and recommend proper application of electrical equipment.
8. Recommend wiring layouts for:
   (a) Special applications.
   (b) Control equipment for unusual conditions.
9. Carry on continuous study of accounts to make certain proper rate schedule is applied. This assures lowest possible power cost for service rendered.
10. Advise customer when optional features in rate schedules become advantageous to the account.
11. Assist customer in studies to reduce costs of electric energy used in plant operations.
12. Prepare cost analyses of water and electric power to be used by prospective customers.
13. Give advisory service on all types of industrial heating and air conditioning applications, such as:
    (a) Induction and resistance heat treating.
    (b) Drying.
    (c) Brazing and Infra-red applications.
14. Supply information on electric heat applications in food manufacture.
15. Supply information on specialized kitchen equipment for industrial cafeterias.
16. Recommend applications of industrial water heating units.
17. Cooperate with architects, consulting engineers, electrical contractors and others engaged in designing new buildings, to specify lighting installations based on modern lighting engineering practice.
18. Survey existing lighting equipment and suggest improvements designed to raise efficiency.
19. Supply information on all types of special outdoor lighting.

Please address your inquiry to:

LOS ANGELES DEPARTMENT OF WATER AND POWER
Business Development Unit
Box 3669 Terminal Annex
Los Angeles 54, California

WHT.PR.0138


WHY NOT LABEL YOUR
INDUSTRIAL FUTURE
F.O.B. LOS ANGELES?
Get in touch with:—Industrial Development Engineer, Los Angeles Department of Water and Power, 207 South Broadway, Los Angeles 12



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